

# ROSS REPORTS — TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Wednesday(October 16)

ABC- 8:30-9pm NYT; DEBUT - Tombstone Territory - FILM from WBKB(Chi) & KABC-TV (LA), 87 stations net, 35 delayed. § Sponsor- Bristol-Myers Co (Bufferin, Sal Hepatica, Theradan); Bufferin & Sal Hepatica thru Young & Rubicam, Inc(NY); Acct Execs- Robert Osborne(Bufferin), Edward Lewis(Sal Hep); Theradan thru Doherty, Clifford, Steers & Shenfield, Inc(NY). § Pkgr & Film Prod- Ziv Television Programs, Inc., at Ziv Studios, Hollywood, Calif; Prods- Frank Pittman, Andy White; Dirs- Eddie Davis, others; Writers- Varicus. § Richard Eastham is host-narrator of the western series, featured as Harris Claibourne, editor of The Tombstone, Ariz., Epitaph, telling stories based on the newspaper's files dealing with the old lawless days of the Southwest. The series stars Pat Conway as Sheriff Clay Hollister, with Eastham in a supporting role. The program replaces Navy Log, which moves to Thursday, 10-10:30pm NYT, effective Oct 17.

#### Friday(October 18)

ABC- 8:30-9pm NYT; DEBUT - The Patrice Munsel Show - LIVE from WABC-TV(NY), no. of stations not available. § Alternate Week Sponsors- 1) Frigidaire Division, GMC, thru Kudner Agency, Inc(NY); Acct Execs- William MacDonough, Norman Sabee. 2) Buick Motor Division, GMC, thru Kudner Agency, Inc(NY); Acct Exec- Stephen Richards. § Pkgr- M & S Productions, c/o William Morris Agency (NY); Exec Prod- Robert Schuler; Prod & Dir- Clark Jones; Music Dir- Charles Sanford; Choral Dir- Hugh Martin; Munsel Costumes- Scaasi; Chief Writer- Larry Gelbart. § Met Opera and supper club singer Patrice Munsel is star and hostess of the new musical variety show, which will feature pop and show tunes, comedy, dancing and top name guest stars. The program is in the time formerly occupied by Crossroads (last show Sept 27).

ABC- 9-10pm NYT (premiere only); 9-9:30pm NYT; DEBUT - The Frank Sinatra Show - LIVE (premiere) from KABC-TV(LA); other programs FILM from WBKB(Chi) & KABC-TV(LA), no. of stations not available. § Alternate Week Sponsors- 1) (For first two programs) Liggett & Myers Tobacco Co (Chesterfields) thru McCann-Erickson, Inc(NY); Acct Exec- James Kleid. 2) Bulova Watch Co., Inc thru McCann-Erickson, Inc(NY); Acct Execs- Robert Andy Brown, Gerald Light. § Pkgr & Film Prod- Hobart Productions, Inc., at Goldwyn Studio, Hollywood, Calif; Prod- William Self(live & film); Dirs- Kirk Browning(live premiere), Jack Donahue(13 filmed musicals), various for 23 filmed dramas; Writer- Bill Morrow(premiere, 13 filmed musicals; dramas are various; Art Dir- Serge Krizman; Dir of Photog- Sam Leavitt; Music Dir- Nelson Riddle; Assoc Prod- Henry W. Sanicola. § Frank Sinatra stars in a full-hour live musical variety show, introducing his season of 13 half-hour filmed musicals and 23 half-hour filmed dramas (Sinatra stars in the musicals and 13 of the dramas). (Continued on next page)





THIS WEEK(Cont'd)

Friday(October 18)

ABC- The Frank Sinatra Show (Cont'd from previous page): A second one-hour live show in the series will be presented Feb 14. The premiere program preempts Date With the Angels, 9:30-10pm NYT, this day only.

ABC- 10-10:30pm NYT; DEBUT - Colt .45 - FILM from WBKB(Chi) & KABC-TV(LA), no. of stations not available. § Sponsor- Campbell Soup Co (Soups, Franco-American spaghetti, Swanson frozen products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Hiram Brown(Campbell). § Pkgr & Film Prod- Warner Bros. TV Division, at Warners Studio, Burbank, Calif.; Exec Prod- William T. Orr; Prod- Joseph Hoffman; Dirs- Edward Bernds, Franklin Adreon, Douglas Heyes, others; Script Ed- Jack Emanuel; Writers- Various. § Wayne Preston stars as Christopher Colt, a gun salesman on secret missions for the government to smoke out lawless elements throughout the frontier West.

Sunday(October 20)

CBS- 6-7pm NYT, or 6:30-7pm NYT; DEBUT - The Twentieth Century - FILM from WCBS-TV(NY) & KNXT(LA), 106 stations net, 38 delayed. § Sponsor- The Prudential Insurance Co of America thru Reach, McClintock & Co., Inc(NY); Acct Superv- Robert W. Robb; Acct Exec- Thomas Crolius. § Pkgr- CBS Public Affairs(NY); Prods- Burton Benjamin(17 half-hour, one one-hour program), Stephen Fleischman(2 one-hour programs), Albert Wasserman(2 one-hour programs), James B. Faichney(4 half-hour "Air Age" programs); Leslie Midgely(six special half-hour news programs on standby); Composer & Music Dir- George Antheil; Narrator- Walter Cronkite; Writers- Various. § Specially produced films presenting a pictorial canvas of our times, told in terms of the personalities and events that have shaped the period. The premiere program (one hour) and 17 half-hour programs are devoted to the historical past, while four half-hour and four one-hour "originals" will deal with the present and future. The program plan for the season also permits preemption of the programs for up to six special news programs when world events warrant. The program series replaces You Are There, 6:30-7pm NYT (last show Oct 13) and preempts Beat the Clock, 6-6:30pm NYT, for one hour programs.

NBC- 4-5:30pm NYT, alt Sun; NET DEBUT - Omnibus - LIVE & FILM from WRCA-TV(NY), 75 stations(Union Carbide), 94 stations(Aluminium). § Co-Sponsors- Aluminium, Ltd (Institutional) thru J. Walter Thompson Co(NY); Acct Exec- Robert E. Dennison. Union Carbide Corp (Institutional, Divisions) thru J. M. Mathes, Inc (NY); Acct Superv- Jan Meyer. § Pkgr- Robert Saudek Associates(NY); Exec Prod- Robert Saudek; Prod Controller- Richard H. Thomas; Feature Ed- Mary V. Ahern; Drama Consult- Walter Kerr; Art Dir- Henry May; Dirs- Various; Writers- Various. § Alistair Cooke is m.c. for this program, returning for its sixth season on the air, the first with a new producing organization. (It was produced during its previous seasons by Saudek for the TV-Radio Workshop of the Ford Foundation). The program debuted over CBS on Nov 9, 1952, moved to ABC on Oct 7, 1956, and now will be seen over NBC on an alternate week basis, with 13 Sunday afternoon programs, and one additional program during the season.

NBC- 9-10pm NYT, 3 of 4 Sundays; RETURN - The Dinah Shore Chevy Show - LIVE (COLOR) from KRCA-TV(LA), 143 stations live, 7 kine. § Sponsor- Chevrolet Motor Division, GMC, thru Campbell-Ewald Co(Detroit); TV Acct Superv- Colin Campbell(Det); TV Acct Exec- Hugh Lucas(Det). § Pkgr- NBC-TV(LA); Prod & Dir- Bob Banner; Writers- (also music, lyrics) Bob Wells, Johnny Bradford; Choreog- Tony Charmoli; other production personnel to be announced. § Dinah Shore's first full season of one-hour musical-variety shows (she appeared in nine last season), with 24 one-hour shows. Programs during the fourth week of each month will feature other stars on The Chevy Show. The new program series is in the time formerly occupied by The Alcoa Hour (last show Sept 22) and The Goodyear Playhouse (last show Sept 29).





THIS WEEK(Cont'd)

Sunday(October 20)

NBC- 10-10:30pm NYT; RETURN - The Loretta Young Show - FILM from WRCA-TV(NY) & KRCA-TV(LA), approx 95 stations net, 39 delayed. § The Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY); Acct Execs- F. X. Houghton, Jack D. Bernhardt. § Pkgr & Film Prod- Lewislor Films, Inc at Goldwyn Studios, Hollywood, Calif.; Prod- John London; Dirs- Richard Morris, others; Dir of Photog- Norbert Brodine; Story Ed- Ruth Roberts; Writers- Various. § Loretta Young returns as star and hostess of her half-hour anthology drama series. Top name stars appear in those films in which Miss Young does not appear during the season. The program succeeds its summer replacement, The Web (last show Oct 6).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Keep it in the Family (Sat, 7:30-8pm NYT) Bill Nimmo has replaced Keefe Bras-  
selle as m.c. for the program, debuting Oct 12 (see page 80).

The Restless Sphere; SPECIAL Oct 20, Sun, 9-10pm NYT; FILM from WABC-TV(NY), to  
the net. § Sustaining. § Pkgr & Prod- British Broadcasting Corp., London,  
England; production information not available. § Prince Philip, Duke of Edin-  
burgh, narrates this special program, first presented over the BBC. The program  
shows the many phases of the International Geophysical Year, including pickups  
from 12 countries and the Arctic.

CBS- The Ed Sullivan Show (Sun, 8-9pm NYT) Eastman Kodak Co (Cameras, Films) thru  
J. Walter Thompson Co(NY) became alternate week sponsor, effective Oct 6. Cur-  
rent sponsor, Mercury Division, Ford Motor Co., continues as alternate week  
sponsor.

CBS- Around the World in 90 Minutes; SPECIAL Oct 17; Thu, 9:30-11pm NYT, LIVE from  
WCBS-TV(NY), 123 stations live, 13 videotape and kine. § Co-Sponsors (from  
Playhouse 90 lineup)- Bristol-Myers Co thru Batten, Barton, Durstine & Osborn,  
Inc(NY), and Kimberly-Clark Corp thru Foote, Cone & Belding(Chi). § Pkgr-  
Michael Todd; Prod- Art Cohn; Assoc Prod & Dir- Byron Paul. § Telecast of  
Mike Todd's first anniversary party for his motion picture, "Around the World  
in 80 Days," presented in Madison Square Garden. Walter Cronkite will anchor  
the three-man reporting team for the event, with Bill Leonard and Jim McKay  
roving the arena with walkie-talkies, interviewing guests. The program preempts  
Playhouse 90 this day only.

Face the Nation; new time, Sun, 1-1:45pm NYT, effective Sept 29. The program  
has been seen Sundays, 5-5:30pm NYT.

Alfred Hitchcock Presents (Sun, 9:30-10pm NYT) New series began Oct 6; program  
has been seen in re-runs during the summer (see Television Index card).

NBC- Wagon Train (Wed, 7:30-8:30pm NYT) Edsel Division, Ford Motor Co., thru Foote,  
Cone & Belding(Detroit) will sponsor the full hour alternate weeks, effective  
Oct 23. The Drackett Co thru Young & Rubicam, Inc(NY) and Lewis Howe Co thru  
McCann-Erickson, Inc(Chi) are now co-sponsors, alternate weeks. (See page 64).

The People's Choice (Thu, 9-9:30pm NYT) New series began Oct 3; program had  
been seen in re-runs during the summer (see Television Index card). The Borden  
Co thru Young & Rubicam, Inc(NY) is now alternate week sponsor with American  
Home Foods (Chef Boy-ar-dee foods) thru Young & Rubicam, Inc(NY). Production  
staff changes: Prod- E. J. Rosenberg; Assoc Prods- Frank Gill, G. Carleton  
Brown; Dir- Jackie Cooper.



TALENT SHOWSHEET OCTOBER 11 - OCTOBER 20  
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Most of the shows on October 11,12,13, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday October 18. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 11  
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|   |           |   |
|---|-----------|---|
| FIESTA AMERICANA<br>(William B. Williams) | WABD 8pm  | Ralph Font & Orch., Beatrice Kraft(D), Marilyn Davies(S).   |
| ART FORD'S GREENWICH<br>VILLAGE PARTY     | WABD 10pm | Julie Wilson(S), Alan Dale(S), Josh White(S-M), Polly Bergen(S), Arthur Murray(D), Kathryn Murray(D). |

SUNDAY OCTOBER 13  
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|                                       |             |                                                                                                                                                                                                                 |
|---------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET                     | CBS 10am    | Act of Charity; (O) Richard Aurelio; with Raymond Bramley, Eileen Ryan, Richard Casey, Pat De Simone; Dir - Mel Ferber.                                                                                         |
| LOOK UP & LIVE                        | CBS 10:30am | The Family; Part 1 - (O) Jack Kuney; with Louise Platt, Bennye Gatteys, Edward Andrews, Warren Beatty, Hiram Sherman(narrator); Dir - Roger Englander.                                                          |
| CAMERA THREE                          | CBS 11:30am | The Sentimental Traveler; Based on "The Sentimental Journey";(O) Laurence Sterne; with Max Adrian, Nancy Wickwire, Walter Burke, Arnie Freeman, Vincent Rourke, Justice Watson, Sandy Horne; Dir - Clay Yurdin. |
| STANDARD OIL 75th<br>ANNIVERSARY SHOW | NBC 9pm     | DELETE: Cornelia Otis Skinner; ADD: Donald O'Connor (S-D), Duke Ellington & Orch. Choreog - John Butler.                                                                                                        |

MONDAY OCTOBER 14  
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|  |            |   |
|--|------------|---|
| AMERICAN BANDSTAND<br>(Dick Clark)               | ABC 7:30pm | no information available.   |
| <u>Adventures of Robin Hood</u> (Richard Greene) | CBS 7:30pm | Pepper; with regulars & Peter Welch, Norma Parnell, Lesley Parry; (SW&SD).  |
| GUY MITCHELL SHOW                                | ABC 8pm    | Margaret Whiting(S), Jack Carson(C).  |
| <u>Burns &amp; Allen</u>                         | CBS 8pm    | with regulars & Judy Meredith, Ralph Dumke, Booth Coleman; (SW&SD).   |
| TALENT SCOUTS                                    | CBS 8:30pm | Manolo Torrente(S), Johnny Melani(M), Mary Frances(S).  |
| VOICE OF FIRESTONE                               | ABC 9pm    | Thomas L. Thomas(S).  |
| <u>Danny Thomas Show</u>                         | CBS 9pm    | with regulars & Morey Amsterdam; (SW&SD).   |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)        | ABC 9:30pm | Patty Jo Wear(M), Dewayne Wear(M), Bill Chadney(M).   |
| <u>December Bride</u><br>(Spring Byington)       | CBS 9:30pm | with regulars & Joel Grey, Gail Ganley, Frank Tweddell; (SW&SD).  |
| <u>Goodyear Theater - A Turn of Fate</u>         | NBC 9:30pm | Lost And Found; (O) Marc Brandel; with Jack Lemmon, Joanna Moore, Robert Clark, Ed Binns, Peter Leeds, Douglas Dumbrille, Lillian Bronson, Lyn Osborne, Charles Maxwell, Mason Curry, Robert Johnson, Abel Franco, Joe Marr, Ken McDonald; Dir - Andrew McCullough. |







MONDAY OCTOBER 14(Cont'd)  
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|--------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STUDIO ONE                           | CBS 10pm | <u>Act of Mercy</u> ; (O) Jerome Ross; with Richard Kiley, Beatrice Straight, Clay Hall, Frank Overton, Kathleen Comegys, Maxine Stewart; Dir - Tom Donovan.                                                                                                                                                        |
| <u>Suspicion</u><br>(Dennis O'Keffe) | NBC 10pm | <u>The Other Side Of The Curtain</u> ; (O) Helen McCloy; with Donna Reed, Herbert Anderson, Jeff Richards, Ainslee Pryor, Simon Scott, Harold Stone, David Hoffman, Ruth Lee, June Ellis, Barbara Townsend, Ray Stewart, Lewis Martin, Jony Jochim, Jack Albertson, Kevin Hagen, Nora Marlowe; Dir - James Neilson. |

TUESDAY OCTOBER 15  
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|   |             |   |
|---|-------------|---|
| <u>Sugarfoot</u><br>(Will Hutchins)                 | ABC 7:30pm  | <u>Strange Land</u> ; with regulars & Morris Ankrum, Rhodes Reason, Jan Chaney, Walter Barnes, Stuart Randall, Phil Tead, Dan White; (SW&SD). |
| NAT KING COLE SHOW                                  | NBC 7:30pm  | <u>Jazz At The Philharmonic</u> ; Oscar Peterson Trio, Coleman Hawkins, Stan Getz, Flip Edwards.  |
| <u>Phil Silvers Show</u><br>(You'll Never Get Rich) | CBS 8pm     | <u>The Big Manhunt</u> ; with regulars & Bob Gist, Peter Gumeneg, Joe Brown; (SW&SD).   |
| EDDIE FISHER SHOW<br>(Fisher, George Gobel)         | NBC 8pm     | Gisele MacKenzie(S), Phil Harris(M-C), Elaine Dunr. (D).  |
| <u>Broken Arrow</u><br>(John Lupton)                | ABC 9pm     | <u>Apache Child</u> ; with regulars & Paul Picerni, Dan Casabian, Jil Jarmyn, Ken Christy; (SW&SD).   |
| <u>Meet McGraw</u><br>(Frank Lovejoy)               | NBC 9pm     | <u>Lucky's Diner</u> ; with regulars & Nancy Gates; (SW&SD).  |
| <u>Telephone Time</u><br>(Dr. Frank Baxter)         | ABC 9:30pm  | <u>The Man The Navy Couldn't Sink</u> ; (O) David Evans & Jerry D. Lewis; with Joseph Cotten, Jerry Paris, Mark Lowell, Keith Byron; (SD).    |
| RED SKELTON SHOW                                    | CBS 9:30pm  | Virginia Grey(A).   |
| <u>Bob Cummings Show</u>                            | NBC 9:30pm  | <u>Bob For Mayor</u> ; with regulars & Olive Sturgess, King Donovan, Elvia Allman, Phil Arnold, Barbara Pepper; (SW&SD).                      |
| <u>The Californians</u><br>(Adam Kennedy)           | NBC 10pm    | with regulars & Frank Gerstle, Lowell Gilmore, Judith Ames; (SW&SD).  |
| <u>Assignment Foreign Legion</u><br>(Merle Oberon)  | CBS 10:30pm | <u>The White Keph</u> ; with Eddie Byrne, Lee Patterson; (O) Paul Monash; Dir - David McDonald.   |

WEDNESDAY OCTOBER 16  
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|                                            |            |                                                                                                                                                                                                                                                           |
|--------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u><br>(Ward Bond)          | NBC 7:30pm | <u>The Les Rand Story</u> ; (O) Berne Giler; with regulars & Sterling Hayden, Eduard Franz, Sallie Brophy, Eugene Martin, Ray Teal, Russ Thorson, James Phil-Brook, Linda Watkins, Frank McGrath, John Dierkes, Chief Shooting Star; Dir - Robert Florey. |
| THE BIG RECORD<br>(Patti Page)             | CBS 8pm    | Ann Miller(D), Vic Damone(S), The Four Lads(S), Lauritz Melchior(S), Lilo(S), Bobby Helms(S), Frank Yankovic & Orch.                                                                                                                                      |
| <u>Tombstone Territory</u><br>(Pat Conway) | ABC 8:30pm | PREMIERE: Regulars in this series are: Mr. Conway, Richard Eastham; <u>Gunslinger From Galeyville</u> ; (O) Frank Pittman & Andy White; (A) Andy White; with regulars & Robert Foulk, Gil Rankin, Carol Kelly, Tom Brown Henry; Dir - Eddie Davis.        |
| <u>Father Knows Best</u><br>(Robert Young) | NBC 8:30pm | <u>Bud, The Executive</u> ; with regulars & Gail Ganley, Stuart Wade, Jimmy Bates; (SW&SD).                                                                                                                                                               |
| <u>Adventures of Ozzie &amp; Harriet</u>   | ABC 9pm    | <u>The Treasurer's Report</u> ; with regulars & Claude Stroud, Jan Arvan; (SW&SD).                                                                                                                                                                        |



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WEDNESDAY OCTOBER 16(Cont'd)  
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|---|------------|---|
| <u>The Millionaire</u><br>(Marvin Miller) | CBS 9pm    | <u>The Story of Laura Hunter</u> ; with Mari Blanchard, Logan Field, John Vivyan, Sid Clute, Ralph Peters, Allen Pinson; (SW&SD).   |
| KRAFT THEATRE                             | NBC 9pm    | <u>A Cook For Mr. General</u> ; (O) Steven Gethers; with Bill Travers, Roland Winters, Mike Kellin, William Redfield, Jack Klugman, John McGiver; Dir - William Graham.                         |
| <u>Walter Winchell File</u>               | ABC 9:30pm | <u>A Day In The Sun</u> ; (O) Adrian Spies; with Harry Bartell, John S. Launer; Dir - Jerry Thorpe.   |
| ARMSTRONG CIRCLE THEATRE                  | CBS 10pm   | <u>Crisis On Tangier Island</u> ; (O) Roger O. Hirson; with Kent Smith, Florence Reid, Frank M. Thomas, George L. Smith, Carol Gustofson, Tom Middleton, Peter Turgeon; Dir - William Corrigan. |

THURSDAY OCTOBER 17  
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|---------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Circus Boy</u>                                 | ABC 7:30pm | <u>Return of Casey Perkins</u> ; with regulars & Ralph Moody, Will Wright, George Keymas, Joseph Vitalo; (SW&SD).                                                                                                                                                                                                                                                                                                                                |
| <u>Sgt. Preston of Yukon</u><br>(Richard Simmons) | CBS 7:30pm | with regulars & Coleman Francis, Barbara Woodell, Charles Braswell, John Close, George Diestel; (SW&SD).                                                                                                                                                                                                                                                                                                                                         |
| <u>Zorro</u><br>(Guy Williams)                    | ABC 8pm    | <u>Zorro's Secret Passage</u> ; with regulars & Pat Hogan, Henry Calvin; (SW&SD).                                                                                                                                                                                                                                                                                                                                                                |
| <u>Harbourmaster</u><br>(Barry Sullivan)          | CBS 8pm    | <u>Dangerous Channel</u> ; with regulars & Hugh Reilly, John Allen, Edmon Ryan, Dick Kilbride; (SW&SD).                                                                                                                                                                                                                                                                                                                                          |
| <u>The Real McCoys</u><br>(Walter Brennan)        | ABC 8:30pm | <u>Kate's Dress</u> ; with regulars & K.T. Stevens, Zina Provendie; (SW&SD).                                                                                                                                                                                                                                                                                                                                                                     |
| CLIMAX!<br>(Bill Lundigan)                        | CBS 8:30pm | <u>The Largest City In Captivity</u> ; (O) John Vlahos; with Franchot Tone, Viveca Lindfors, Kurt Kasznar, Hans Conried; Dir - Buzz Kulik.                                                                                                                                                                                                                                                                                                       |
| <u>Dragnet</u><br>(Jack Webb)                     | NBC 8:30pm | with regulars & Syd Saylor, Jesslyn Fax, Paul Burns, Sherwood Price, Mark Scott; (SW&SD).                                                                                                                                                                                                                                                                                                                                                        |
| PAT BOONE CHEVY SHOWROOM                          | ABC 9pm    | Janis Paige(S).                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| O.S.S.<br>(Ron Randell)                           | ABC 9:30pm | <u>Operation Death Trap</u> ; with regulars & Jeanette Sterke, Gerard Heinz, Guy Deghy; (SW&SD).                                                                                                                                                                                                                                                                                                                                                 |
| HALLMARK HALL OF FAME                             | NBC 9:30pm | <u>The Green Pastures</u> ; (O&A) Marc Connelly; with William Warfield, Eddie "Rochester" Anderson, Earle Hyman, Fred O'Neal, Terry Carter, William Dillard, Avon Long, Estelle Hemsley, Richard Ward, Rosetta Lenoire, Sheila Guyse, Muriel Rahn, Helen Dowdy, John Marriott, Dotts Johnson, Van Prince, Jonelle Allen, Eulabelle Moore; Prod & Dir - George Schaefer; Music Dir - Leonard De Paur; Sets - Trew Hocker; Costumes - Noel Taylor. |
| <u>Navy Log</u>                                   | ABC 10pm   | RETURN: NEW SEASON: PT 109; (O) Allan E. Sloane; with John Baer, Patrick Waltz, Peter Miller, John Close, Joel Smith, Skip Killmond, Tom Wilde, Clark Howat, David Waldor; Dir - Sam Gallu.                                                                                                                                                                                                                                                      |

FRIDAY OCTOBER 18  
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|--|------------|---|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker) | ABC 7:30pm | <u>The Last Navajo</u> ; with regulars & Robert Warwick, Race Gentry, Hal Hopper, Robert Griffin, Bill Hale; (SW&SD).                     |
| <u>Leave It To Beaver</u>                    | CBS 7:30pm | <u>The Black Eye</u> ; with regulars & Richard Deacon, Wendy Winkleman, Burt Mustin, Jeri Weil, Phillip Greisman, Julie Bennett; (SW&SD). |





FRIDAY OCTOBER 18(Cont'd)  
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|---------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Jim Bowie</u><br>(Scott Forbes)        | ABC 8pm    | <u>A Fortune For Madame</u> ; with regulars & Elizabeth Patterson, Fay Baker, Samuel Jeb, Ellen Corby; (SW&SD).                                                                                                             |
| <u>Trackdown</u><br>(Robert Culp)                       | CBS 8pm    | <u>San Saba Incident</u> ; with regulars & Rex Reason, Margaret Hayes, Mort Mills, Chris Alcaide, Robert Karnes, Guy Wilkerson; (SW&SD).                                                                                    |
| <u>Court of Last Resort</u><br>(Lyle Bettger)           | NBC 8pm    | <u>The Forbes-Carol Case</u> ; with regulars & Carol Leigh, Michael Landon; (SW&SD).                                                                                                                                        |
| PATRICE MUNSEL SHOW                                     | ABC 8:30pm | PREMIERE: Regulars on this show are: Miss Munsel, The Martin Quartette; Guest this week is Eddie Albert(S-A); Dir - Clark Jones; Writer - Larry Gelbart; Music Dir - Charles Sanford.                                       |
| <u>Dick Powell's Zane Grey Theatre</u>                  | CBS 8:30pm | <u>A Gun Is For Killing</u> ; (O) Peter Ballas; (A) Aaron Spelling & Peter Ballas; with Edmund O'Brien, Marsha Hunt, Robert Vaughn, Paul Engle, James Maloney, Michael Hinn, Walter Reed, John Brinkley; Dir - Thomas Carr. |
| FRANK SINATRA SHOW                                      | ABC 9pm    | PREMIERE: Bob Hope(C), Peggy Lee(S), Kim Novak(A), Arnold Stang(C), Nelson Riddle & Orch.; Dir - Kirk Browning; Writer - (for premiere show) - William Morrow.                                                              |
| <u>Mr. Adams &amp; Eve</u><br>(Howard Duff, Ida Lupino) | CBS 9pm    | with regulars & Joan Fontaine, Lee Patrick, Don Beddoe, Paul Grant, Tyler McVey, Eddie Parks; (SW&SD).                                                                                                                      |
| <u>Schlitz Playhouse</u>                                | CBS 9:30pm | <u>High Barrier</u> ; (O) Dick Berg; with Vincent Price, Carolyn Jones, Jeff Richards, John Holland, Joel Mondeaux, Marion Collier; Dir - James Neilson.                                                                    |
| <u>The Thin Man</u><br>(Phyllis Kirk, Peter Lawford)    | NBC 9:30pm | <u>The Paris Pendant</u> ; with regulars & Lisa Golm, Otto Waldis, Perry Ivins, Malcolm Atterbury; (SW&SD).                                                                                                                 |
| <u>Colt .45</u><br>(Wayde Preston)                      | ABC 10pm   | PREMIERE: Regular in this series is Wayde Preston; <u>Judgment Day</u> ; with regulars (no cast info available) Dir - Douglas Hayes.                                                                                        |
| <u>The Lineup</u><br>(Warner Anderson, Tom Tully)       | CBS 10pm   | <u>Phoney Witness Case</u> ; with regulars & Robert Bailey, Howard McNear, Allison Hayes, Ron Hargrave, Carl Arnold; (SW&SD).                                                                                               |

MULTIPLE & ACROSS-THE-BOARD SHOWS OCTOBER 14 - OCTOBER 18  
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|                                       |                     |   |
|---------------------------------------|---------------------|---|
| JIMMY DEAN SHOW                       | CBS 7am             | with regulars & George Hamilton IV(S-M).  |
| TODAY<br>(Dave Garroway)              | NBC 7am             | 10/15 - The Fine Arts Quartet(M).   |
| GARRY MOORE SHOW                      | <del>NBC</del> 10am | 10/14 - The Amazing Randi(novelty); 10/18 - Carol Burnett(C), Martha Davis & Spouse(S-M).   |
| ARLENE FRANCIS SHOW                   | NBC 10am            | 10/14 - The Talbot Bros.(S-M); 10/15 - Richard Egan(A), Eddie Lawrence(C); 10/16 - Janice Mars(S); 10/17 - Alice Ghostley(C); 10/18 - Earl Wrightson(S).  |
| AMERICAN BANDSTAND<br>(Howard Miller) | ABC 3pm             | 10/14 - The Four Coins(S); 10/15 - Carol Jarvis(S), Teddy Rendazzo(S); 10/16 - Lou Connetta(S), The Mello Kings(S); 10/17 - The Five Keys(S), Jay C. Hill(S); 10/18 - Dick Haymes(S), The Lovers(S).  |
| NBC MATINEE THEATRE                   | NBC 3pm             | 10/14 - Pre-empted; 10/15 - <u>Father Came Home</u> ; (O) Robert Carson; (A) Warner Law; 10/16 - <u>Villa Of The Angels</u> ; (O) Alec Coppel; (A) Robert Esson; 10/17 - <u>The Tone Of Time</u> ; (O) Henry James; (A) Theodore Apstein; 10/18 - <u>Almost Any Man Will Do</u> ; (O) Isabel Langis; (A) Ellen McCracken. |





MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)  
 ~~~~~

|                                   |             |                                                                                                                                                                                                                                                        |
|-----------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HOWARD MILLER SHOW                | NBC 1:30pm  | (Late Listing) 10/14 - Lu Ann Simms(S); 10/15 - Fernanda Montell(S); 10/17 - Jo Anne Miller(S); 10/18 - Roger Williams(M).                                                                                                                             |
| MODERN ROMANCES<br>(Martha Scott) | NBC 4:45pm  | Error In Judgement; (O) Harry Junkin; with William Prince, Geraldine Brooks, Grant Sullivan, Frank Milan.                                                                                                                                              |
| TONIGHT<br>(Jack Paar)            | NBC 11:15pm | Frank Fontaine(C), Diahann Carroll(S), will be guests for the entire week. 10/14 - Art Lund(S), Mickey Deems(C); 10/15 - Skeet Stokes(C), Marguerita Sierra(S); 10/16 - Art Lund(S), Roy Stuart(C); 10/17 - Marguerita Sierra(S); 10/18 - Art Lund(S). |

SATURDAY OCTOBER 19  
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|  |            |  |
|--|------------|--|
| JIMMY DEAN SHOW  | CBS 12N    | Jimmy Nelson(ventril).   |
| TRUE STORY<br>(Kathi Norris)                                   | NBC 12N    | Reunion; (O) James Blumgarten; with Lee Bergere, Logan Ramsey, Lori March, Ray Bramley.  |
| <u>Perry Mason</u><br>(Raymond Burr)                           | CBS 7:30pm | The Case of The Sulky Girl; with regulars & Raymond Greenleaf, Lillian Bronson, William Schallert, Robert Griffin, Brian Hutton, Howard Wendell, Paul Bryar, Larry Thor, Dick Winslow, Frank Wilcox, Jack Gargan; (SW&SD). |
| COUNTRY MUSIC JUBILEE  | ABC 8pm    | Roy Acuff(S).  |
| PERRY COMO SHOW  | NBC 8pm    | Tony Bennett(S), Diana Dors(A), Jackie Miles(C), Benny Goodman & Trio(M).  |
| <u>Dick &amp; The Duchess</u><br>(Patrick O'Neal, Hazel Court) | CBS 8:30pm | The Painting; with regulars & Patric Doonan, Michael Shepley, Richard Goolden, Elwyn Brook-Jones; (SW&SD).   |
| <u>Oh! Susanna</u><br>(Gale Storm)                             | CBS 9pm    | with regulars & Linda Leighton, Dan Jenkins, Patrick Waltz; (SW&SD).   |
| POLLY BERGEN SHOW  | NBC 9pm    | Kay Kendall(A-C), Howard Morris(C).  |
| <u>Have Gun, Will Travel</u><br>(Richard Boone)                | CBS 9:30pm | with regulars & Marian Seldes, Bruce Gordon, Michael Connors, Barry Cahill; (SW&SD).   |
| GISELE MacKENZIE SHOW  | NBC 9:30pm | Bob Crosby(S-M).   |
| <u>Gunsmoke</u><br>(James Arness)                              | CBS 10pm   | with regulars & Edward Binns, George Brenlin; (SW&SD).   |

SUNDAY OCTOBER 20  
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|                                   |            |                                                                                                                                                                                      |
|-----------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OMNIBUS<br>(Alistair Cooke)       | NBC 4pm    | RETURN: NEW SEASON: Stover At Yale; (O) Owen Johnson; (A) Douglass Wallop; with Bradford Dillman, Suzanne Storrs, Larry Hagman; Choreog - John Butler; Orchestration - Phillip Lang. |
| <u>Twentieth Century</u>          | CBS 6pm    | Narrator - Walter Cronkite. Subject for this program is Sir Winston Churchill; <u>PREMIERE</u> .                                                                                     |
| <u>Lassie</u><br>(Tommy Rettig)   | CBS 7am    | The Ballerina; with regulars & Janine Perreau, Frances Mercer; (SW&SD).                                                                                                              |
| <u>Maverick</u><br>(James Garner) | ABC 7:30pm | The Long Hunt; with regulars & Richard Crane, Richard Webb, Joan Vohs; (SW&SD).                                                                                                      |
| <u>Sally</u><br>(Joan Caulfield)  | NBC 7:30pm | Monte Carlo; with regulars & Ralph Smiley; (SW&SD).                                                                                                                                  |
| ED SULLIVAN SHOW                  | CBS 8pm    | Mickey Rooney(A-C), Georgia Gibbs(S), Sammy Kaye & Orch., The Mills Bros.(S), Hildegard(S), Georgie Kaye(C), Carol Lawrence(S), Martin Bros(jugglers).                               |



SUNDAY OCTOBER 20(Cont'd)  
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|  |            |   |
|--|------------|---|
| STEVE ALLEN SHOW                                   | NBC 8pm    | Ginger Rogers(A), Lou Costello(C), The Hi-Lo's(S),<br>The Harlem Globetrotters(basketball).   |
| <u>General Electric Theatre</u><br>(Ronald Reagan) | CBS 9pm    | <u>Thousand Dollar Gun</u> ; (O) Frank Gruber; with George<br>Montgomery, John Agar, Jean Allison, George Chand-<br>ler, Morris Ankrum, Joe De Santis, Chuck Connors,<br>Lee Van Cleef; Dir - Paul Henreid. |
| DINAH SHORE CHEVY SHOW                             | NBC 9pm    | <u>RETURN: NEW SEASON</u> : Danny Thomas(A-C), Nanette<br>Fabray(S), Dean Jones(A), Tab Hunter(A); Producer-<br>Dir - Bob Banner; Writers - Bob Wells, Johnny Brad-<br>ford; Choreog - Tony Charmoli.       |
| <u>Alfred Hitchcock Presents</u>                   | CBS 9:30pm | <u>The Perfect Crime</u> ; (O) Ben Ray Redman; (A) Stirling<br>Silliphant; with Vincent Price, James Gregory,<br>Gavin Gordon, Marianne Stewart, Mark Dana; Dir -<br>Alfred Hitchcock.                      |
| <u>Loretta Young Show</u>                          | NBC 10pm   | <u>RETURN: NEW SEASON</u> : <u>A Dollar's Worth</u> ; (O) Richard<br>Morris; with Miss Young, Kim Spalding, Byron<br>Foulger, Phyllis Kennedy, Joseph J. Green; Dir -<br>Richard Morris.                    |





# ROSS REPORTS — TELEVISION INDEX

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EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

No matter what the rumormongers say, it takes a courageous sponsor to junk a film program series after only 13 weeks if there's a make-good clause for 26 films. Cancellations that may come up will require settlements on contracts, which though cheaper than paying for continued production still require a hefty piece of coin -- and not all agencies are willing to admit expensive mistakes. Although most of the sound and fury has been about the "bad" Western series, several are already being hypoed with new production values via added characters. Some of the trade noise about series being cancelled is being promoted by firms that have pilots ready to rush in to agency viewing rooms for possible January starts as series. The tipoff on the misleading nature of the trade reports is that one series which was included in a list of shaky properties was renewed for the season by the sponsor the day after the list appeared, and except in public there was no doubt about the renewal..... The big advantage that a live program has over a filmed series -- ease of revision -- has already hit some of the variety packages on the air, but the shakeups are still under consideration to see how much of the production staffs will be let out. Some affect writers, but a few of the programs that have received so-so reviews may lose producers and/or directors due to internal disagreements about how to handle the starring properties who headline the shows.

CBS will present for the first time on TV the Young People's Concerts of the New York Philharmonic starting next January. The concerts will be presented 12noon-1pm NYT, Saturdays, Jan 18, Feb 1, March 8 and April 19. Leonard Bernstein will be musical director of the programs, with Richard Lewine as exec producer for CBS and Charles Dubin will direct. The four performances will originate at Carnegie Hall.....Minute Maid Corp thru Ted Bates & Co., Inc., and the Florists' Telegraph Delivery Assn thru Grant Advertising, Inc., will again sponsor the two hour colorcast of NBC's Tournament of Roses Parade from Pasadena on Jan 1.....The Jack Benny stunt in appearing on The \$64,000 Question, which was rapped by most of the critics, will have a sequel when Hal March guests on the Jack Benny Show (or is the title now officially The Jack Benny Program?) next Sunday in an attempt to win a prize from Benny in a satire on the quiz show.....NBC has already set its news preview for the coming year. The net will bring seven of its correspondents in from overseas during the Christmas period and they will be joined by five NBC reporters in this country for a special program called Projection '58, to be seen Sunday, Dec 29, for one hour. Since the show follows a telecast of a professional football game, a sort of tone will be set for the review of the year's news events and the expectations for the coming year..... "The Secret Life of Danny Kaye," first presented on See It Now on Dec 2, 1956, will be repeated on the CBS program on Oct 27, Sunday, 5-6:30pm NYT. The re-broadcast will include a specially-filmed segment in which Kaye discusses the United Nations Children's Fund with American grade-school children who have helped to raise money for UNICEF.

- Page 1 -

(MORE)





New York television suffered a telling blow with the announcement of the move of Studio One to Hollywood, to become Studio One in Hollywood, beginning January 7, 1958, but no matter what the official announcements said about the move, the basic cause was the lack of adequate "big drama" studio facilities in the New York area. It's not that the studio staging space isn't big enough, although sometimes a bit cramped, but the problems of erecting and storing sets defeats everyone in this area except NBC, which has the Brooklyn color studio, or ABC, which doesn't even use its big stage area for drama at the 66th Street studios. No matter what the real reason, one could have wished that CBS and Westinghouse had gotten together to issue the same public announcements on the move. The Westinghouse spokesman was quoted as saying: "The rich breadth of attractions afforded by Hollywood -- in both star performers and story material -- will add substantially, we feel, to the program's appeal to an even wider audience." CBS said that the move was dictated by two considerations -- the larger number of performers of star rank available there, and the stage space in Television City, but on the story end, the CBS announcement also said: "Studio One however, will continue to maintain all the manpower and personnel in the story area in New York which it recruited during the time the show originated there. It will, of course, also have available to it the CBS Television Story Dept in Hollywood and will add resources on this front as required." The only agreement in the two statements is that "star" talent will be recruited in Hollywood, which also directly suggests that the show will have upped budgets which weren't available to the producers during the program's tenure in New York.

RCA and Ampex Corp have signed an agreement for the exchange of patent licenses covering videotape recording and reproducing systems for both black-and-white and color. Ampex has the successful b&w recorder, but RCA has done the most development work in color taping.....Jack Douglas, who created the ABC series, Bold Journey, will step in as host of the show on the Oct 28 program. The series has been on since July, 1956, but Douglas has been hosting similar programs seen locally in Hollywood and now syndicated.....The Lucille Ball-Desi Arnaz Show on Nov 6 over CBS will introduce two new songs by Arthur Hamilton, who is best known for "Cry Me A River," identified with Julie London. Hamilton will also create songs for other Lucy-Desi productions for CBS this season.....Still on a music line. The overnight success (anxious talent agents used the phones like crazy to tie up the already committed property) of Trish Dwelley, the 17-year-old Philadelphia girl who made a cold appearance on the Tonight show last Thursday (10) and again on Friday night, proves that possible success in this business takes devious roads. Pat Kirby had a similar success on the Steve Allen Tonight show a couple of years ago. Miss Dwelley's overnight hit status seemed to stem from the fact that she sings pure melody -- singing the songs as written.

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday (October 25)

NBC- 9-10pm NYT; SPECIAL - The Strange Case of the Cosmic Rays - FILM (COLOR)  
from WRCA-TV(NY) & KRCA-TV(LA), no. of stations not available. § Sponsor- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila); Acct Superv- Vance Babb; TV Acct Rep- Jerry Jordan; Comm Anncr- Tom Shirley. § Pkgr- American Telephone & Telegraph Co; Prod & Dir-Frank Capra; Writers- Frank Capra, Jonathan Latimer; Puppet Sequences- Bil Baird. § Story-line documentary, using actors, animation, puppets and documentary science film in dramatizing the story that lies behind the discovery and identification of cosmic rays. The live actors are Richard Carlson and Dr. Frank Baxter, working out the scientific detective story for an awards committee of three puppets impersonating famous writers. This is the third program of the four created by Frank Capra for AT&T-Bell System's Science Series. The first two, presented over the CBS net, were Our Mr. Sun, shown on Nov 19, 1956, and Hemo the Magnificent, shown on March 20, 1957. Cosmic Rays preempts M Squad, 9-9:30pm NYT, and The Thin Man, 9:30-10pm NYT, this date only.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- See It Now (Every 4th Sun, 5-6pm NYT, also irregularly) Film, "The Secret Life of Danny Kaye," originally presented Dec 2, 1956, to be shown again Oct 27; Sun, 5-6:30pm NYT, with added sequences filmed with New York City school children.

See It Now (Every 4th Sun, 5-6pm NYT, also irregularly) Repeat showing of the filmed "The Great Billion Dollar Mail Case," Oct 20; Sun, 5-6pm NYT. Program was first presented Oct 6 (see page 78).

NBC- Hallmark Hall of Fame; RETURN Oct 17; Thu, 9:30-11pm NYT (premiere only; to be seen six times during the season, various days, various times); LIVE (COLOR) from WRCA-TV(NY), no. of stations varies. § Sponsor- Hallmark Cards, Inc thru Foote, Cone & Belding(Chi); Acct Exec- H. W. Clements(Chi). § Pkgr- Milberg Productions(NY); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; Assoc Prod- Robert Hartung; Assoc Dir- Adrienne Luraschi; Sets- Trew Hocker; Costumes- Noel Taylor; Casting- Sybil Trubin. § Return for the season of the Hallmark specials, presenting "The Green Pastures" as the first of six productions during the season. Other productions will be: Nov 17, "On Borrowed Time"; Dec 15, "Hans Brinker"; Feb 9, "Twelfth Night"; March 24, "Little Moon of Alban" (original); April 25, "Dial M for Murder". The premiere program for the season preempted The Ford Show, 9:30-10pm NYT; The Lux Show Starring Rosemary Clooney, 10-10:30pm NYT, and The Jane Wyman Show, 10-10:30pm NYT; this date only.





TALENT SHOWSHEET OCTOBER 18 - OCTOBER 27  
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Most of the shows on October 18,19,20, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday October 25. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 18  
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|   |           |   |
|---|-----------|---|
| FIESTA AMERICANA<br>(William B. Williams) | WABD 8pm  | Al Castellanos & Orch., Nicia Giano(S), Angelo DeParte(S), Mambo Gents(D).                                  |
| ART FORD'S GREENWICH<br>VILLAGE PARTY     | WABD 10pm | Stan Rubin & Orch., Sylvia Simms(S), Keefe Braselle(A), Kathryn Murray(D), Arthur Murray(D), George Jessel. |

SUNDAY OCTOBER 20  
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|                       |             |                                                                                                                                                                  |
|-----------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET     | CBS 10am    | <u>The Promised Land</u> ; (O) Henry Walsh; with Felix Deebank, Walter Burke, John Irving, Tom Clancy; Dir - Mel Ferber.                                         |
| LOOK UP & LIVE        | CBS 10:30am | <u>The Family - The Mother</u> ; Part 2; (O) Marvin Silbersher; with Edward Andrews, Louise Platt, Warren Beatty, Bennye Gatteys; Dir - Roger Englander.         |
| CAMERA THREE          | CBS 11:30am | <u>Journey Into A Dream</u> ; (O) Clair Roskam & Warren Wallace; with James Mitchell, Richard Morse, Thomas Duggan, Madge West, Edward Walsh; Dir - Clay Yurdin. |
| ORIGINAL AMATEUR HOUR | NBC 7pm     | Monique Van Vooren(A-S).                                                                                                                                         |
| JACK BENNY SHOW       | CBS 7:30pm  | with regulars & Hal March.                                                                                                                                       |

MONDAY OCTOBER 21  
 ~~~~~

|  |            |   |
|--|------------|---|
| AMERICAN BANDSTAND                         | ABC 7:30pm | Billy Williams(S).  |
| GUY MITCHELL SHOW                          | ABC 8pm    | Mindy Carson(S).  |
| <u>Burns &amp; Allen</u>                   | CBS 8pm    | with regulars & Pamela Light, Isobel Elsom, Joe Flynn, Carl Saxe; (SW&SD).  |
| <u>The Restless Gun</u><br>(John Payne)    | NBC 8pm    | <u>Jenny</u> ; with regulars & Veda Ann Borg; (SW&SD).  |
| TALENT SCOUTS                              | CBS 8:30pm | Art Johnson(S), Shirley Given(M).   |
| VOICE OF FIRESTONE                         | ABC 9pm    | Hilde Gueden(S), Clifton Fadiman(critic).   |
| <u>Danny Thomas Show</u>                   | CBS 9pm    | with regulars & Hans Conried; (SW&SD).  |
| TOP TUNES & NEW<br>TALENT(Lawrence Welk)   | ABC 9:30pm | Fred Lowery(whistler), Frank Krumtorad(M), Nancy Grimm(M), Billie Loukas(S).  |
| <u>December Bride</u><br>(Spring Byington) | CBS 9:30pm | with regulars & Joel Grey; (SW&SD).   |
| <u>Alcoa Theater -<br/>A Turn of Fate</u>  | NBC 9:30pm | <u>Encounter On A Second Class Coach</u> ; (O) Robert C. Dennis; with Jane Powell, Cort Falkenberg, Stuart Whitman, Steven Geray, Paul Busch, John Stephenson; Dir - Tay Garnett. |
| STUDIO ONE                                 | CBS 10pm   | <u>The Deaf Heart</u> ; (O) Mayo Simon; with Piper Laurie, Fritz Weaver, William Shattner, Vivian Nathan, Ruth White, Clarice Blackburn; Dir - Sidney Lumet.                      |



MONDAY OCTOBER 21(Cont'd)  
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SUSPICION  
 (Dennis O'Keefe)

NBC 10pm

Hand In Glove; (O) Charles K. Freeman & Gerald Savory; (A) Joseph Schrank; with Burgess Meredith, Cathleen Nesbitt, Fred Gwynne, Barbara Barrie, Staats Cotsworth, Farrell Pelly, Mitzi McWorther; Dir - Jack Smight.

TUESDAY OCTOBER 22  
 ~~~~~

Cheyenne  
 (Clint Walker)

ABC 7:30pm

The Mutton Puncher; with regulars & Marie Windsor, Robert Wilke, Lane Bradford, Gilman Rank; (SW&SD).

NAT KING COLE SHOW

NBC 7:30pm

Cab Calloway(S-M).

Phil Silvers Show  
 (You'll Never Get Rich)

CBS 8pm

Bilko's Double Life; with regulars & Grant Code, Wyrley Birch, Horace Cooper, Leonard Elliot; (SW&SD).

GEORGE GOBEL SHOW  
 (Gobel, Eddie Fisher)

NBC 8pm

with regulars & Hedy Lamarr(A), Howard McNear(C).

Life & Legend of Wyatt Earp(Hugh O'Brian)

ABC 8:30pm

Warpath; with regulars & Ricardo Alaniz, Rod Redwing, Donald Murphy, Monty Blue, Michael Carr; (SW&SD).

Telephone Time  
 (Dr. Frank Baxter)

ABC 9:30pm

Under Seventeen; (O) Judge Anna Levy("Other People's Children"); (A) Maxine Rasco; with Katherine Warren, Ken Osmand, Dean Dwight; Dir - Robert Sinclair.

RED SKELTON SHOW

CBS 9:30pm

Cesar Romero(A).

Bob Cummings Show

NBC 9:30pm

Bob Hires A Maid; with regulars & Lyle Talbot, Barbara Heller, Audrey Dalton, Geraldine Hall; (SW&SD).

The Californians  
 (Adam Kennedy)

NBC 10pm

with regulars & Carolyn Craig, Fay Roope; (SW&SD).

Assignment Foreign Legion  
 (Merle Oberon)

CBS 10:30pm

The Stripes of Sergeant Schweiger; with Geoffrey Keen, Anton Differing; (O) Paul Monash; (SD).

WEDNESDAY OCTOBER 23  
 ~~~~~

Wagon Train  
 (Ward Bond)

NBC 7:30pm

The Nels Stack Story; (O) John Dunkel; with regulars & Mark Stevens, Joanne Dru, Kevin Hagen, Frank McGrath, John Day, Terry Wilson, Irene Corlett, Tom Seldon, Charles Stevens; Dir - Don Weis.

THE BIG RECORD  
 (Patti Page)

CBS 8pm

The Ames Bros.(S), Jimmy Dean(S-M), Lionel Hampton(M), Della Reese(S), The Sunshine Girl Trio(S), Liberace(S-M), Trish Dwelley(S).

Tombstone Territory  
 (Pat Conway)

ABC 8:30pm

Reward of A Gunslinger; with regulars & Ken Drake; (SW&SD).

Father Knows Best  
 (Robert Young)

NBC 8:30pm

Sentenced To Happiness; with regulars & Natividad Vacio, Robert Burton, Frank Gerstle; (SW&SD).

Adventures of Ozzie & Harriet

ABC 9pm

The Boys Land In Jail; with regulars & Skip Young, Emile Meyer, Marianne Gaba, The Four Preps(S); (SW&SD).

The Millionaire  
 (Marvin Miller)

CBS 9pm

The Story of Larry Parker; with Joseph Waring, Barbara Eiler, Kristine Miller, James Douglas, Jean Del Val, Catherine Pasques; (SW&SD).

KRAFT THEATRE

NBC 9pm

Man In A Trance; (O) Will Lorin; with Julius La Rosa, Farley Granger, Nehemiah Persoff, Alexander Scourby, Patricia Smith; Dir - Norman Morgan.

Walter Winchell File

ABC 9:30pm

Where Is Louise Melk?; (O) Adrian Spies; with Robert Ellenstein, Maggie Mahoney, Barbara Pepper, Peter Whitney; Dir - Jerry Thorpe.





WEDNESDAY OCTOBER 23(Cont'd)  
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|               |          |  |
|---------------|----------|--|
| US STEEL HOUR | CBS 10pm | <u>Crisis In Coroma</u> ; (O) Elliott Baker; with Elliott Nugent, Charles Ruggles, Betty Lou Keim, John McGovern; Dir - Elliott Silverstein. |
|---------------|----------|--|

THURSDAY OCTOBER 24  
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|                                                   |             |                                                                                                                                                                                                                                           |
|---------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Circus Boy</u>                                 | ABC 7:30pm  | <u>Major Buffington</u> ; with regulars & Thurston Hall, Jesse White, Willard Waterman, Phil Tead; (SW&SD).                                                                                                                               |
| <u>Sgt. Preston of Yukon</u><br>(Richard Simmons) | CBS 7:30pm  | with regulars & Glenn Turnbull, Dori Simmons, Hal Gerard, Kurt Miller; (SW&SD).                                                                                                                                                           |
| <u>Harbourmaster</u><br>(Barry Sullivan)          | CBS 8pm     | <u>Sanctuary</u> ; with regulars & Evan Elliott, James Bender, David J. Stewart, Will Kuluva, Martin Landau, Margaret Burlen, Kevin Coughlin; (SW&SD).                                                                                    |
| CLIMAX!<br>(Bill Lundigan)                        | CBS 8:30pm  | <u>Tunnel of Fear</u> ; (O) Gerald Douglass; with Jack Carson, Buddy Ebsen, Leora Dana, Darryl Hickman, Robert Ellenstein; Dir - Paul Nickell.                                                                                            |
| <u>Dragnet</u><br>(Jack Webb)                     | NBC 8:30pm  | with regulars & Hans Conried; (SW&SD).                                                                                                                                                                                                    |
| PAT BOONE CHEVY SHOWROOM                          | ABC 9pm     | Terry Moore(A), Paul Winchell(ventril).                                                                                                                                                                                                   |
| O. S. S.<br>(Ron Randell)                         | ABC 9:30pm  | <u>Operation Orange Blossom</u> ; with regulars & Lois Maxwell, Robert Gallico; (SW&SD).                                                                                                                                                  |
| PLAYHOUSE 90                                      | CBS 9:30pm  | <u>The Mystery of Thirteen</u> ; (O) Robert Graves("They Hanged My Saintly Billy"); (A) David Shaw; with Jack Lemmon, Margaret O'Brien, Herbert Marshall, Gladys Cooper, Henry Jones, John Baragrey, Romney Brent; Dir - Robert Mulligan. |
| FORD SHOW                                         | NBC 9:30pm  | Lee Marvin(A).                                                                                                                                                                                                                            |
| <u>Navy Log</u>                                   | ABC 10pm    | <u>Human Bomb</u> ; with Ernest Borgnine(host for this episode), Jack Larson, James Lydon, Alex Gerry, Tony Mayo, Willard Sage; (SW&SD).                                                                                                  |
| LUX SHOW STARRING<br>ROSEMARY CLOONEY             | NBC 10pm    | Ken Murray(C).                                                                                                                                                                                                                            |
| <u>Jane Wyman Show</u>                            | NBC 10:30pm | <u>The Pendulum</u> ; Re-run of 3/12/57.                                                                                                                                                                                                  |

FRIDAY OCTOBER 25  
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|  |            |  |
|--|------------|--|
| <u>Adventures of Rin-Tin-Tin</u><br>(Lee Aaker)  | ABC 7:30pm | <u>Mother O'Hara's Marriage</u> ; with regulars & Connie Gilchrist, Harry Shannon, Tom McKee, Jack Lomas; (SW&SD).   |
| <u>Adventures of Jim Bowie</u><br>(Scott Forbes) | ABC 8pm    | <u>House Divided</u> ; with regulars & Harry Harvey, Jr., Richard Hale, Helen Kleebe, Eilene Jannsen, Penny Santon, John Wilder; (SW&SD).  |
| <u>Trackdown</u><br>(Robert Culp)                | CBS 8pm    | <u>Easton, Texas</u> ; with regulars & Dabbs Greer, Larry Kelly, Gale Robbins, Dee Carroll; (SW&SD).   |
| <u>Court of Last Resort</u><br>(Lyle Bettger)    | NBC 8pm    | <u>The Wesley Furgeson Case</u> ; with regulars & Ken Patterson, Philip Bourneff, Celia Lovsky; (SW&SD).   |
| PATRICE MUNSEL SHOW                              | ABC 8:30pm | Cyril Ritchard(A).   |
| <u>Dick Powell's Zane Grey Theatre</u>           | CBS 8:30pm | <u>Proud Woman</u> ; (O) Harold Shumate; (A) Clark E. Reynolds & John McGreevey; with Hedy Lamarr, Paul Richards, Roy Roberts, Than Wyenn, Iphigenie Castiglioni, Val Avery, Donald Buka; Dir - Louis King.                              |
| <u>Frank Sinatra Show</u>                        | ABC 9pm    | <u>That Hogan Man</u> ; (O) Hal Goodman & Larry Klein; with Mr. Sinatra, Jesse White, Reba Waters, Johnny Crawford, Susan Cummings, Cheerio Meredith, Mary Young, Peggy Maley, Herb Vigran, Nick Dennis, Jack Kruchen; Dir - Chris Nyby. |





FRIDAY OCTOBER 25(Cont'd)  
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|                                                             |            |                                                                                                                                                                                                                 |
|-------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff)     | CBS 9pm    | <u>Suspension</u> ; with regulars & Howard McNear, Hugh Sanders, Mira McKinney, James Parnell; (SW&SD).                                                                                                         |
| <u>Strange Case Of The Cosmic Rays</u>                      | NBC 9pm    | The First of Four Bell Science Series Programs; with Richard Carlson, Dr. Frank Baxter, The Baird puppets; Writers - Frank Capra & Jonathan Latimer; Prod & Dir - Frank Capra.                                  |
| <u>Date With The Angels</u><br>(Betty White, Bill Williams) | ABC 9:30pm | <u>Star Struck</u> ; with regulars & Hugh O'Brian, Dennis Day; (SW&SD).                                                                                                                                         |
| <u>Schlitz Playhouse</u>                                    | CBS 9:30pm | <u>Bitter Parting</u> ; (O) Nelia Gardner White; (A) John Dunkel; with Laraine Day, Paul Henreid, Dayton Lummis, Howard Wendell, William Remick, Jennifer Lea, Ronald Green, Jane Barclay; Dir - James Neilsen. |
| <u>Colt .45</u><br>(Wayde Preston)                          | ABC 10pm   | <u>A Time To Die</u> ; with regulars & Kenneth R. McDonald, Dan Blocker, John Day, Edwin Parker; (SW&SD).                                                                                                       |
| <u>The Lineup</u><br>(Warner Anderson, Tom Tully)           | CBS 10pm   | <u>The Missing Crime Case</u> ; with regulars & Sally Bliss, Harry Lauter, Jil Jarmyn, John Goddard, Del Courtney; (SW&SD).                                                                                     |

MULTIPLE & ACROSS- THE-BOARD SHOWS OCTOBER 21 - OCTOBER 25  
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|                                    |             |   |
|------------------------------------|-------------|---|
| JIMMY DEAN SHOW                    | CBS 7am     | Dolores Hawkins(S), will be a guest for the entire week.  |
| TODAY<br>(Dave Garroway)           | NBC 7am     | 10/21 - Richard Widmark(A); 10/22 - Rod Steiger (A); 10/23 - Ernie Kovacs(C).   |
| GARRY MOORE SHOW                   | CBS 10am    | 10/25 - Earl Hall(C), Martha Davis & Spouse(S-M).   |
| ARLENE FRANCIS SHOW                | NBC 10am    | 10/21 - Dody Goodman(C); 10/22 - Jerome Robbins (choreog); 10/23 - Lola Fisher(S); 10/24 - Eleanor Roosevelt, Myrna Loy(A); 10/25 - Lew Anderson(A), Peter Ustinov(A).  |
| HOWARD MILLER SHOW                 | NBC 1:30pm  | 10/21 - Martha Carson(S); 10/22 - Carmel Quinn (S); 10/24 - Nick Noble(S); 10/25 - Jane Morgan (S).   |
| AMERICAN BANDSTAND<br>(Dick Clark) | ABC 3pm     | 10/21 - The Five Satins(S), The Rover Boys(S); 10/22 - Robin Hood(S), Romaine Brown(S); 10/23 - Georgia Gibbs(S), Mary Small(S), Carl Perkins(S); 10/24 - Cathy Barr(S), Vernon Taylor(S); 10/25 - Hugh O'Brian(A), Roy Hamilton(S).  |
| NBC MATINEE THEATRE                | NBC 3pm     | 10/21 - <u>Sing For Me</u> ; (O) Jack Paritz; 10/22 - <u>Run For The Money</u> ; (O) Frank D. Gilroy; 10/23 - <u>Lest We Forget</u> ; (O) Frank F. Bukvic; (A) Will Schneider & Herman Goldberg; 10/24 - <u>The Glass Hill</u> ; (O) Kenneth Evans; (A) Sheldon Stark; 10/25 - <u>Out Of The Frying Pan</u> ; (O) Francis Swann; (A) Frank Price. |
| MODERN ROMANCES<br>(Martha Scott)  | NBC 4:45pm  | <u>Mrs. Rocky King</u> ; (O) Bob Cochran; with Lew Parker, Betty Kean, Margaret Hamilton, Jayne Heller, Arny Freeman, John Kellogg.   |
| TONIGHT<br>(Jack Paar)             | NBC 11:15pm | Jonathan Winters(C), will be a guest for the entire week; 10/21 - Tedi King(S), Trish Dwelley(S), Arte Johnson(C); 10/22 - Dorothy Olsen(S), Genevieve (S); 10/23 - Tedi King(S), Trish Dwelley(S), Lou Carter(S); 10/24 - Dorothy Olsen(S), Genevieve(S); 10/25 - Tedi King(S), Trish Dwelley(S), Paul Lynde (C).                                |





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|   |            |  |
|---|------------|--|
| JIMMY DEAN SHOW                                 | CBS 12N    | Dolores Hawkins(S).  |
| TRUE STORY<br>(Kathi Norris)                    | NBC 12N    | <u>According To Plan</u> ; (O) Joan Cunningham; with Phyllis Hill, Al Markim, Dean Mowry, Lauren Gilbert.  |
| <u>Perry Mason</u><br>(Raymond Burr)            | CBS 7:30pm | <u>The Case Of The Silent Partner</u> ; (O) Don Sanford; with regulars & Anne Barton, Mark Roberts, Peggy Maley, Michael Emmet, Dan Seymour, Dan Sheridan; Dir - Christian Nyby. |
| COUNTRY MUSIC JUBILEE                           | ABC 8pm    | Johnny Cash(S).  |
| PERRY COMO SHOW                                 | NBC 8pm    | Dale Evans(A-S), Roy Rogers(A-S-M), Edith Adams (S-C), Ernie Kovacs(C).  |
| CLUB OASIS                                      | NBC 9pm    | Jimmy Durante(C), Jeannie Carson(S).   |
| GISELE MACKENZIE SHOW                           | NBC 9:30pm | no information available at press time.  |
| <u>Have Gun, Will Travel</u><br>(Richard Boone) | CBS 9:30pm | with regulars & June Vincent, Michael Pate; (SW&SD).   |
| <u>Gunsmoke</u><br>(James Arness)               | CBS 10pm   | with regulars & Casey Adams, Fay Spain, Kelly Thordsen, Robert Cornthwaite, Dan Sheridan; (SW&SD).   |

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|-------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lassie</u><br>(Tommy Rettig)           | CBS 7am    | <u>The Elephant</u> ; with regulars & House Peters, Jr.;<br>(SW&SD).                                                                                                                                                                                   |
| <u>Bachelor Father</u><br>(John Forsythe) | CBS 7:30pm | <u>Date With Kelly</u> ; with regulars & Shawn Smith,<br>Jay Lawrence, Albert Terr, Paul Serra; (SW&SD).                                                                                                                                               |
| ED SULLIVAN SHOW                          | CBS 8pm    | Frank Fay(C), Jimmie Rodgers(S), Jane Morgan(S),<br>Gene Austin(S), Benny Fields(S), Blossom Seeley<br>(S), Frances Farmer(A), W.C. Handy(M), Connie<br>Towers(S), T.C. Jones(impersonator), Don Rondo(S),<br>Dario Cassini(S), Andy Quinn(S).         |
| STEVE ALLEN SHOW                          | NBC 8pm    | William Bاندix(C), Jerry Vale(S), Janice Harper(S),<br>Shelley Berman(C).                                                                                                                                                                              |
| <u>General Electric Theater</u>           | CBS 9pm    | <u>Mister Kensington's Finest Hour</u> ; (O) Lee McGiffin;<br>(A) Halsey Malone; with Charles Laughton, Richard<br>Eyer, Phyllis Avery, June Ellis; Dir - James<br>Neilson.                                                                            |
| <u>Alfred Hitchcock Presents</u>          | CBS 9:30pm | <u>Heart Of Gold</u> ; (O) Henry Slesar; (A) James P.<br>Cavanagh; with Darryl Hickman, Mildred Dunnock;<br>Dir - Robert Stevens.                                                                                                                      |
| <u>Loretta Young Show</u>                 | NBC 10pm   | <u>The Defense</u> ; (O) Lowell S. Hawley; with Mark<br>Stevens, Addison Richards, Ross Elliott, Elizabeth<br>Harrower, Helen Kleeb, Peter Brocco, George Eldredge,<br>Henry Hunter, Robert Malcolm, Hope Landin, Rudy<br>Germain; Dir - Mark Stevens. |





# ROSS REPORTS — TELEVISION INDEX

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Tallulah Bankhead is just a johnny-come-lately to this business of an actress' love for baseball. The Texaco Command Appearance on Nov 23, Saturday, 10-11pm NYT, for Ethel Barrymore will include in the cast Fred Haney, manager of the Milwaukee Braves; Casey Stengel, manager of the New York Yankees, and Leo Durocher, now in the NBC executive lineup. They will provide the highlights in presenting Miss Barrymore's interest in baseball during her theatrical career, which now spans 58 years. ....Guy Lombardo will provide the next three New Year's Eve shows for WCBS-TV(NY) under a new contract for the station. Programs will originate from the Roosevelt Hotel Grill in New York.....Burgess Meredith will direct his first TV show, for Playhouse 90, the Nov 14 presentation of "The Jet-Propelled Couch." The program will co-star Donald O'Connor and David Wayne, with O'Connor also making a departure from his more normal TV routine in essaying a straight dramatic role as a psychoanalyst. (Interestingly enough, in giving the rundown on Meredith's recent activities, CBS completely ignores the fact that he's now starring in the new syndicated filmed series, The Big Story.)

NBC President Bob Sarnoff's most recent letter to the radio-TV editors of the country, dated last Friday, took up the question of whether or not this is a "dud" TV season, as claimed by some TV critics and trade papers. He didn't take the critics to task, because they "represent personal expressions of opinion," but he did say he was disturbed by the fact that the critical position is being uncritically accepted by various observers of the TV scene. Among the specious positions he disputed is the supposed fact that the present season's fare is driving viewing audiences away from their TV sets to look for other means of entertainment. Various surveys have proved that the TV viewing audience keeps growing each year. Critics, of course, have noticed this and several have written that it is this fact that seems to have encouraged program producers to try to get away with murder -- the most eminent form of murder served up in a palatable form being Westerns. Mr. Sarnoff did mention that he was most disturbed because pay-TV proponents, or free TV opponents, have used the "dud" theme to promote their own interests. Mr. Sarnoff will also go after the pay-TV people in a speech today (23) in Pittsburgh, at a celebration at WIIC, new NBC-TV affiliate in that city. One interesting sidelight was mentioned in the Sarnoff letter. In mentioning some of the fine TV shows he has watched recently, he wrote, "in the evening, I went back and forth between Crosby & Sinatra singing and Steve Allen swimming in Hawaiian waters." Well, it was sponsored by a division of Ford Motor Co., also an NBC sponsor.....Adding a point on TV audiences of 1957: there are millions of people who are enthralled by the basic story lines common to most Westerns, even though they know that the end of the story is fairly obvious. Violent action always draws a crowd and most Westerns include the element of morbidity -- the sight of a man or men being killed or destroying himself -- which enhances the action. If greed is an element in quiz shows, vicarious thrills aid action dramas.

- Page 1 -

(MORE)





NBC wasn't the only network with red faces when some of the early enthusiasm for "Cinderella" singer Trish Dwelley was dissipated by the fact that she has been on TV, as part of a vocal group. CBS went wholeheartedly for the success story in hailing the young singer's appearance on The Big Record, set for tonight (23). Jack Paar, without going into details, introduced her on one of his shows last week as having garnered amazing acclaim for "her first solo appearance on a network television program," not exactly akin to other notable TV firsts. TV has to acquire some of the patience of newspaper editors who have learned to lean into press hoaxes, figuring that they make good stories while they last, even if there is some early embarrassment.....Herbert Brodwin and Gordon Duff will be joined by Norman Felton as a third producer when Studio One goes Hollywood; for the new version of the live dramatic program around the first of the year. The production situation around Television City will have some interesting cross-currents, in view of the fact that CBS and Martin Manulis are negotiating a new pact for the future, with Manulis reportedly wanting to do some feature film production.

The Thin Man is joining the growing list of filmed series going in for a production hypo. Vic Damone will appear in a special episode of the series, which will include a song and a special plot to bring him into the story logically. Although the producers say that "added attractions" will not be a regular thing in future production, Damone is noted as "the first guest star" for the Peter Lawford-Phyllis Kirk starrer.....George Gobel announced last night on The George Gobel Show Starring George Gobel With Eddie Fisher (that's NBC's latest title in a series that started as The Show of George Gobel, with a similar counterpart for the alternating The Eddie Fisher Show Starring....., but meanwhile, back at the office) the winner of the contest on the topic, "Why I Would Like to Win George Gobel for My Home Town", is a Cincinnati resident, and George will be anything but lonesome on Nov 21 when he becomes the property of the city, winding up that day with a variety show which will also star Vaughn Monroe.....The latest sport in Hollywood involves trade columnists who publish the "advance numbers" for nervous TV producers. The writers get telephoned reports from New York and Chicago on the latest ratings on shows, to beat the mails in delivering the ratings bulletins. The Hollywood view has become so important that Steve Allen wrote a letter to at least one Hollywood trade columnist, explaining the different audience makeup for his program and the competing Ed Sullivan Show and Maverick. His point was that ratings shifts will be seemingly against him because Maverick will tend to cut into his viewing audience more than it will Sullivan's. Allen's main thesis was that his audience is primarily youthful, while Sullivan's includes more older people.

Aside from some of the depressing aspects of Mike Todd's "Around the World in 90 Minutes," on CBS, no one noted that over a 100 actors picked up extras' pay for their stints on the program -- or did anyone suppose that those were all amateur groups on the running track at the Garden oval that night? Todd also had to become a signatory of the AFTRA code and post a bond for the program.

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# ROSS REPORTS—TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Thursday(October 31)

CBS- 8:30-9:30pm NYT, every 4th Thurs; RETURN - Shower of Stars - LIVE (COLOR) from KNXT(LA), 132 U.S. stations live, 28 kine and videotape; 13 Canadian stations live, 14 kine. § Sponsor- Chrysler Corp (All Cars) thru McCann-Erickson, Inc(NY); Acct Exec- Bob Head. § Pkgr- CBS-TV(LA); Prod & Dir- Ralph Levy; Assoc Prod- John F. Meyers; Asst to Prod- Jack Langdon; Music Superv- Lud Gluskin; Music Dir- Lyn Murray; Art Dir- Robert Tyler Lee; Costumes- George Whittaker; Choreog- Miriam Nelson; Writers- Hugh Wedlock, Howard Snyder, Sam Perlin, George Balzer, Al Gordon, Hal Goldman. § Seasonal return of the program, which replaces Climax! for the same sponsor, usually every fourth Thursday. This season's schedule includes four or five programs, all starring Jack Benny and top name guest stars in each of the musical variety shows. The program debuted Sept 30, 1954.

#### Saturday(November 2)

CBS- 3pm-concl NYT; RETURN - Professional Hockey - LIVE from various stations, various cities, to the net. § Sustaining, open, partial sponsorship pending. § Pkgr- CBS Sports(NY) with the National Hockey League; Prod- Pete Molnar; Asst Prod- Joe Gallagher; Dir- Richard Liesendahl. § Telecasts of 21 professional ice hockey games through the final game of the season on March 22. Telecasts will originate from New York, Chicago, Boston or Detroit. Bud Palmer will describe the play by play, with Fred Cusick handling color. Last season, the first for network telecasts on CBS, the net carried ten of the games.

#### Sunday(November 3)

CBS- 5-6pm NYT, 3 of every 4 Sundays; DEBUT - The Seven Lively Arts - LIVE and/or FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS-TV(NY); Exec Prod- John Houseman; Prods- Jud Kinberg(premiere), Robert Herridge, Robert Goldman, Robert Northshield(film), Joe Hurley, Jack McGiffert, Charles Schultz; Dirs- Sidney Lumet(premiere), Franklin Schaffner, Jack Smight, Charles Dubin, Mel Ferber, George Roy Hill, Robert Mulligan; Music Dir- Virgil Thompson; Sets- Bob Markell; Script Ed- Elizabeth Bullock; Writers- Various. § John Crosby is regular host for this panoramic survey of Twentieth Century living, covering all aspects and subjects, using the media of drama, music and dance to present and interpret virtually every phase of entertainment as it relates to modern living. Producers and directors listed will work on various programs highlighting the "liveliest" arts, with programs dealing with them presented either all "live," or on film or a combination of each. See It Now will continue to be seen in this time slot every fourth Sunday.



THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Du Pont Show of the Month (10 times during season, various days and times, 90-minute programs) Oct 28, "The Prince and the Pauper," adapted by Leslie Slote from Mark Twain's historical romance (see page A for cast credits); Pkgr- Talent Associates, Ltd(NY); Prod- David Susskind; Assoc Prod- Michael Abbott; Dir- Daniel Petrie; Assoc Dir- Frank Leicht; LIVE from WCBS-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Bold Journey (Mon, 8:30-9pm NYT) Jack Douglas replaces John Stephenson as host, effective Oct 28. Douglas is the creator of the program.

The Pat Boone Chevy Showroom (Thu, 9-9:30pm NYT) Dick Feldman replaced Frank Satenstein as director, effective Oct 24. (See page 76).

CBS- The Big Record (Wed, 8-9pm NYT) Jack Philbin has replaced Lee Cooley, resigned, as producer, effective with the program of Oct 30.

NBC- Dinah Shore Chevy Show (Sun, 9-10pm NYT) Add production credits: Writers- add Arnold Peyser; Music Dir- Harry Zimmerman; Music Advisor- Ticker Freeman; Music Coordinator- Joe Hamilton; Art Dir- Frank Swig; Costumes- Bob Carlton. Pkgr is Henry Jaffe Enterprises with NBC-TV.

NBC Special- Educational Television Project (Second Half), via NBC network lines, with local loops supplied by The Educational Television and Radio Center, Ann Arbor, Mich., to 29 educational TV stations on a nationwide basis. Five new program series, each presented on the same day of each week for 10 weeks, will be telecast live, Monday thru Friday, 6-6:30pm NYT. All programs are packaged by NBC-TV public affairs under the direction of Edward Stanley, manager of public service programs(NY); Exec Prod- Brice Howard; Center Rep- Donley Fedderson. § IGY: A Small Planet Takes a Look At Itself, Mondays, beginning Oct 28; conducted by Frank Blair, with scientists and leading IGY figures, one a week, as guests; Prods- Robert Rippen, E. G. Valens; Dir- Robert Rippen; Writer- E. G. Valens. § Mathematics, with Clifton Fadiman, Tuesdays, beginning Oct 29; conducted by Fadiman, dealing with break-throughs in mathematical thinking; Prod- Marilyn Kaemmerle; Dir- Lynwood King; Writer- William Welch. § Arts and the Gods, Wednesdays, beginning Oct 30; conducted by Alexander Scourby, originating each week in a gallery of the Metropolitan Museum of Art; Prod- Marilyn Kaemmerle; Dir- Fran Pacelli; Assoc Prod & Writer- Blair Chotzinoff. § Survival: the Story of Man, Resources and Civilization, Thursdays, beginning Oct 31; conducted by Albert E. Burke, director of the American Institute of Resource Economics; Prod- Dorothy Culbertson; Dir- Frank Pacelli. § Camera on Washington, Fridays, beginning Nov 1; conducted by Bill Henry, a study of the functioning of the executive arm of the Federal government, with on-location pickups at various departments, bureaus, etc., in Washington; Prod- Joel O'Brien; Dir- Frank Slingland; Writer- Joan Seaver. § IGY and Camera on Washington are being underwritten by the Educational Television and Radio Center, the three other program series by NBC. The first half of this program series debuted March 11 for 13 weeks (see page 17). (NOTE: WRCA-TV(NY) and other NBC o-and-o stations will present kinescope recordings of the programs on Saturdays and Sundays, beginning Nov 23. (Sat, 4:30-5pm and Sun, 12noon-12:30pm in NY).)





TALENT SHOWSHEET OCTOBER 25 - NOVEMBER 3  
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Most of the shows on October 25,26,27, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday November 1. Script identification used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as actor(A), singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 25  
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|                                           |           |                                                                        |
|-------------------------------------------|-----------|------------------------------------------------------------------------|
| FIESTA AMERICANA<br>(William B. Williams) | WABD 8pm  | Tito Puente & Orch., Josita Hernandez Duo(S-D).                        |
| ART FORD'S GREENWICH<br>VILLAGE PARTY     | WABD 10pm | Mae Barnes(S), Anita Ellis(S), Paulette Sisters(S),<br>Roy Stewart(C). |

SATURDAY OCTOBER 26  
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|                       |            |                |
|-----------------------|------------|----------------|
| RISELE MacKENZIE SHOW | NBC 9:30pm | Jack Benny(C). |
|-----------------------|------------|----------------|

SUNDAY OCTOBER 27  
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|                           |             |                                                                                                                                                                                               |
|---------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LOOK UP & LIVE            | CBS 10:30am | <u>The Family - The Daughter; Part 3; (O) Clair Ros-</u><br><u>kam; with Bennye Gatteys, Edward Andrews, Louise</u><br><u>Platt, Warren Beatty; Dir - Roger Englander.</u>                    |
| CAMERA THREE              | CBS 11:30am | <u>A Flight of Travelers; (O) Clair Roskam &amp; Warren</u><br><u>Wallace; with Frank Schofield, Mohana, Cliff</u><br><u>Norton, Stan Watt, Woodrow Parfrey; Dir - Clay</u><br><u>Yurdin.</u> |
| PAUL WINCHELL SHOW        | ABC 4:30pm  | Miller Bros.(trampoline).                                                                                                                                                                     |
| STEVE ALLEN SHOW          | NBC 8pm     | <u>ADD: Judy Canova(C).</u>                                                                                                                                                                   |
| DINAH SHORE CHEVY<br>SHOW | NBC 9pm     | Gale Storm(A-S), Boris Karloff(A), Bob Cummings<br>(A), The Steiner Bros.(D).                                                                                                                 |

MONDAY OCTOBER 28  
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|   |            |  |
|---|------------|--|
| <u>Adventures of Robin</u><br><u>Hood(Richard Greene)</u> | CBS 7:30pm | <u>Change of Heart; with regulars &amp; Michael Ripper,</u><br><u>Eddie Byrne; (SW&amp;SD).</u>  |
| GUY MITCHELL SHOW   | ABC 8pm    | Peggy King(S).   |
| <u>Burns &amp; Allen</u>                                  | CBS 8pm    | with regulars & Darlene Albert, Paula Winslow,<br>Rosemary Ace; (SW&SD).   |
| TALENT SCOUTS   | CBS 8:30pm | (Coming from San Francisco, Calif.). No info<br>available at press time.   |
| VOICE OF FIRESTONE  | ABC 9pm    | Mildred Miller(S).   |
| <u>Danny Thomas Show</u>                                  | CBS 9pm    | with regulars & Dinah Shore(S), Eileen Janssen,<br>John Holland; (SW&SD).  |
| DU PONT SHOW OF THE<br>MONTH                              | CBS 9:30pm | <u>The Prince And The Pauper; (O) Mark Twain; (A)</u><br><u>Leslie Sloate; with Christopher Plummer, Rosemary</u><br><u>Harris, Rex Thompson, Sir Cedric Hardwicke, Hurd</u><br><u>Hatfield, John Carradine, Johnny Washbrook, Douglas</u><br><u>Campbell, Peter Lazer, Robert Goodier, Arthur Mal-</u><br><u>let, John Milligan, Patti Duke, William Hansen,</u><br><u>Clarence Derwent, Tom Duggan, Richard Purdy, Wil-</u><br><u>liam Darrid, Walter Burke; Dir - Daniel Petrie;</u><br><u>Sets - Bob Wade; Costumes - Sal Anthony.</u> |
| <u>Goodyear Theater -</u><br><u>A Turn of Fate</u>        | NBC 9:30pm | <u>The Danger By Night; (O) Hugh Cave; (A) Frederic</u><br><u>Brady; with David Niven, Katherine Bard, Patricia</u><br><u>Donahue, Alexander Campbell, Ernestine Barrier,</u><br><u>William Walker, Steve Geray, Lyn Guild; Dir -</u><br><u>Peter Godfrey.</u>   |





MONDAY OCTOBER 28(Cont'd)  
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|                                      |          |                                                                                                                                                                                                                                             |
|--------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Suspicion</u><br>(Dennis O'Keefe) | NBC 10pm | <u>The Story of Margery Reardon</u> ; (O) Susan Seavy; (A) John Kneuhl; with Margaret O'Brien, Rod Taylor, Henry Silva, Sara Haden, Ruta Lee, Don Durant, Michael Landon, Danny Richards, Jr., Anne Loos, Elmore Vincent; Dir - John Brahm. |
|--------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

TUESDAY OCTOBER 29  
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|   |             |   |
|---|-------------|---|
| <u>Sugarfoot</u><br>(Will Hutchins)                   | ABC 7:30pm  | <u>Bunch Quitter</u> ; with regulars & Cathy Case, Ray Danton, George O'Hanlon, Frank Ferguson, Tyler McVey; (SW&SD). |
| NAT KING COLE SHOW                                    | NBC 7:30pm  | Johnny Mercer(S).   |
| <u>Phil Silvers Show</u><br>(You'll Never Get Rich)   | CBS 8pm     | <u>Sgt. Bilko Presents</u> ; with regulars & Gordon Polk; (SW&SD).  |
| EDDIE FISHER SHOW<br>(Fisher, George Gobel)           | NBC 8pm     | Betty Grable(A-S-D), Mary Kaye Trio(S-M), Elaine Dunn(D).   |
| <u>Life &amp; Legend Of Wyatt Earp</u> (Hugh O'Brian) | ABC 8:30pm  | <u>Hung Jury</u> ; with regulars & Holly Harris, Jonathan Hole, Hal Gerard; (SW&SD).                                  |
| <u>Eve Arden Show</u>                                 | CBS 8:30pm  | with regulars & Marguerite Chapman, Lester Dorr, Russ Bender, Ann Dore; (SW&SD).                                      |
| <u>Broken Arrow</u><br>(John Lupton)                  | ABC 9pm     | <u>Black Moment</u> ; with regulars & William Phipps, Mort Mills, Steven Ritch, Peter Coe, Francis McDonald; (SW&SD). |
| <u>Meet McGraw</u><br>(Frank Lovejoy)                 | NBC 9pm     | <u>Kiss of Death</u> ; with regulars & Anthony Caruso, Hillary Brooke, Philip Terry; (SW&SD).                         |
| <u>Telephone Time</u><br>(Dr. Frank Baxter)           | ABC 9:30pm  | <u>The Other Van Gogh</u> ; (O) John Nesbitt; with Beverly Garland, Harry Townes; Dir - Robert Sinclair.              |
| <u>Red Skelton Show</u>                               | CBS 9:30pm  | Bob Sweeney(A), Jackie Coogan(A).   |
| <u>Bob Cummings Show</u>                              | NBC 9:30pm  | <u>Bob Slows Down</u> ; with regulars & Herbert Rudley, James Seay, Pat Blake, Bobby Troup; (SW&SD).                  |
| <u>The Californians</u><br>(Adam Kennedy)             | NBC 10pm    | <u>The Lost Queue</u> ; with regulars & Aki Aleong, Michi Kobi, Robert Griffin; (SW&SD).                              |
| <u>Assignment Foreign Legion</u><br>(Merle Oberon)    | CBS 10:30pm | <u>The Debt</u> ; (O) Max Erlich; (A) A.R. Rawlinson; with Tom Dawson, Peter Wyngarde, Denise Angela Prefeld; (SD).   |

WEDNESDAY OCTOBER 30  
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|                                                  |            |                                                                                                                                                                                                                                                            |
|--------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u><br>(Ward Bond, Robert Horton) | NBC 7:30pm | <u>The Emily Rossiter Story</u> ; with regulars & Mercedes McCambridge, John Dehner, Susan Oliver, Frank McGrath, Terry Wilson, William Phipps, Robert McQueeney, Irene Carlett, Frank DeKova; (O) Louis Peterson, Richard Collins; Dir - Sidney Lanfield. |
| THE BIG RECORD<br>(Patti Page)                   | CBS 8pm    | Sarah Vaughan(S), Andy Williams(S), George Shearing(M), The Four Coins(S), Teresa Brewer(S), Stubby Kaye(S-C).                                                                                                                                             |
| <u>Tombstone Territory</u><br>(Pat Conway)       | ABC 8:30pm | <u>Ride Out At Noon</u> ; with regulars & Gil Rankin, Dan Sheridan; (SW&SD).                                                                                                                                                                               |
| <u>Father Knows Best</u><br>(Robert Young)       | NBC 8:30pm | <u>Mother Goes To School</u> ; with regulars & Charles Meredith; (SW&SD).                                                                                                                                                                                  |
| <u>Adventures of Ozzie &amp; Harriet</u>         | ABC 9pm    | <u>The Mystery Shopper</u> ; with regulars & Parley Baer, Lyle Talbot, Joi Lansing, Stu Wilson; (SW&SD).                                                                                                                                                   |
| <u>Millionaire</u><br>(Marvin Miller)            | CBS 9pm    | <u>The Story of Ruth Ferris</u> ; with Joan Banks, Joe Maross, Bethel Leslie; (SW&SD).                                                                                                                                                                     |
| KRAFT THEATRE                                    | NBC 9pm    | <u>Gun At A Fair One</u> ; (O) Bruce Bassett; with Ben Piazza, Nancy Malone, Burt Brinkerhoff, Si Oakland, Pat de Simone, Jeff Harris, Joey Walsh; Dir - Paul Bogart.                                                                                      |



WEDNESDAY OCTOBER 30(Cont'd)

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|                             |            |  |
|-----------------------------|------------|--|
| <u>Walter Winchell File</u> | ABC 9:30pm | <u>The Boy From Mason City</u> ; (O) Joel Murcott; with Tom Laughlin, Otto Waldis, Bing Russell, Robert Gist, Robert Anderson, Herb Ellis; Dir - Jerry Thorpe.         |
| ARMSTRONG CIRCLE THEATRE    | CBS 10pm   | <u>Assignment Junkie's Alley</u> ; (O) Mel Goldberg; with Monica Lovett, Bert Freed, James Congdon, Kay Medford, Larry Webber, Lee Richardson; Dir - William Corrigan. |

THURSDAY OCTOBER 31

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|                                                   |             |                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Circus Boy</u>                                 | ABC 7:30pm  | <u>The Clemens Boys</u> ; with regulars & Robert Easton, Stephen Pearson, Dennis Moore; (SW&SD).                                                                                                                                                                                                                                        |
| <u>Sgt. Preston of Yukon</u><br>(Richard Simmons) | CBS 7:30pm  | with regulars & Lane Chandler, Jay Lawrence, Pat Comiskey, Hal Taggart; (SW&SD).                                                                                                                                                                                                                                                        |
| SHOWER OF STARS                                   | CBS 8:30pm  | <u>RETURN: NEW SEASON</u> : with Jack Benny(C), Carol Channing(A-C-S), The Lennon Sisters(S), Fred MacMurray(A), Jimmie Rodgers(S); Prod-Dir - Ralph Levy; Writers - Hugh Wedlock, Howard Snyder, Sam Perrin, George Balzer, Al Gordon, Hal Goldman.<br>with regulars & Sara Shane, Yvette Vickers, Ed Prentiss, Harry Klehas; (SW&SD). |
| <u>Dragnet</u><br>(Jack Webb)                     | NBC 8:30pm  |                                                                                                                                                                                                                                                                                                                                         |
| PAT BOONE CHEVY SHOWROOM                          | ABC 9pm     | Bea Lillie(C), Joel Grey(D).                                                                                                                                                                                                                                                                                                            |
| <u>O. S. S.</u><br>(Ron Randell)                  | ABC 9:30pm  | <u>Operation Payday</u> ; with regulars & Thomas Duggan, Lionel Murton, Robert Gallico; (SW&SD).                                                                                                                                                                                                                                        |
| <u>Playhouse 90</u>                               | CBS 9:30pm  | <u>The Edge of Innocence</u> ; (O) Berne Giler; with Joseph Cotten, Teresa Wright, Maureen O'Sullivan, Lorne Greene, Beverly Garland; Dir - Arthur Hiller.                                                                                                                                                                              |
| THE FORD SHOW<br>(Tennessee Ernie Ford)           | NBC 9:30pm  | John Payne(A).                                                                                                                                                                                                                                                                                                                          |
| <u>Navy Log</u>                                   | ABC 10pm    | <u>The Commander And The Kid</u> ; with Lawrence Dobkin, Brenda Lee, Tristram Coffin, Teru Shimada, Philip Ahn; (SW&SD).                                                                                                                                                                                                                |
| LUX SHOW STARRING<br>ROSEMARY CLOONEY             | NBC 10pm    | Boris Karloff(A).                                                                                                                                                                                                                                                                                                                       |
| <u>Jane Wyman Show</u>                            | NBC 10:30pm | <u>The Animal Instinct</u> ; with Miss Wyman, John Larch, Claudia Bryar.                                                                                                                                                                                                                                                                |

FRIDAY NOVEMBER 1

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|--|------------|---|
| <u>Adventures of Rin-Tin-Tin</u><br>(Lee Aaker)  | ABC 7:30pm | <u>Hostage of Warbonnet</u> ; with regulars & Ken Mayer, Larry Chance, Tommy Farrell, Bill Hale; (SW&SD).   |
| <u>Leave It To Beaver</u>                        | CBS 7:30pm | <u>New Neighbors</u> ; with regulars & Ken Osmond, Phyllis Coates, Charles Gray, Yolanda White; (SW&SD).  |
| <u>Adventures of Jim Bowie</u><br>(Scott Forbes) | ABC 8pm    | <u>The Whip</u> ; with regulars & David Kashner, Edwin Jerome, Georgette Duval; (SW&SD).  |
| <u>Trackdown</u><br>(Robert Culp)                | CBS 8pm    | <u>Like Father</u> ; with regulars & William Talman, Malcolm Broderick; (SW&SD).  |
| <u>Court of Last Resort</u><br>(Lyle Bettger)    | NBC 8pm    | <u>The Darlene Fitzgerald Case</u> ; with regulars & Peggy McCay, John Maxwell; (SW&SD).  |
| PATRICE MUNSEL SHOW                              | ABC 8:30pm | Vic Damone(S).  |
| <u>Dick Powell's Zane Grey Theatre</u>           | CBS 8:30pm | <u>Ride A Lonely Trail</u> ; (O) Kenneth Perkins; (A) Marion Hargrove; with Walter Brennan, Val Dufour, Richard Keith, John Zaremba, Russell Thorson, Vic Perrin, James Anderson; Dir - Alvin Ganzer. |





FRIDAY NOVEMBER 1(Cont'd)  
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|                                                      |            |                                                                                                                       |
|------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------|
| FRANK SINATRA SHOW                                   | ABC 9pm    | Nancy Sinatra(S), Jane Ross(S), Belinda Burrell(S).                                                                   |
| Mr. Adams & Eve<br>(Ida Lupino, Howard Duff)         | CBS 9pm    | with Les Tremayne, Herbert Anderson; (SW&SD).                                                                         |
| M Squad<br>(Lee Marvin)                              | NBC 9pm    | Street of Fear; with regulars & Barbara Turner, Pamela Duncan, Lawrence Dobkin, Morris Ankrum; (SW&SD).               |
| Date With The Angels<br>(Betty White, Bill Williams) | ABC 9:30pm | Diane; with regulars & Cara Williams, Edmund Percy; (SW&SD).                                                          |
| Schlitz Playhouse                                    | CBS 9:30pm | Dual Control; with Bob Cummings, Susan Kohner, Thayer David; Dir - Paul Henreid.                                      |
| Thin Man<br>(Phyllis Kirk, Peter Lawford)            | NBC 9:30pm | The Acrostic Murders; with regulars & Mary Young; (SW&SD).                                                            |
| Colt .45<br>(Wayde Preston)                          | ABC 10pm   | The \$3,000 Bullet; with regulars & Michael Dante, Richard Garland, Joel Ashley; (SW&SD).                             |
| The Lineup<br>(Warner Anderson, Tom Tully)           | CBS 10pm   | The Circus Malone Case; with regulars & Ned Weaver, Eleanor Audley, Ralph Moody, Stacy Harris, Celia Lovsky; (SW&SD). |

MULTIPLE & ACROSS-THE-BOARD SHOWS OCTOBER 28 - NOVEMBER 1  
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|                                    |             |   |
|------------------------------------|-------------|---|
| JIMMY DEAN SHOW                    | CBS 7am     | Eileen Rodgers(S), is the guest this week.  |
| TODAY<br>(Dave Garroway)           | NBC 7am     | 10/28 - Faith Winthrop(S).  |
| GARRY MOORE SHOW                   | CBS 10am    | Sandy Stewart(S), will replace Denise Lor this week only. 10/31 - Martha Davis & Spouse(S-M); 11/1 - Amazing Mr. Ballantine(C); Ford & Hines (C).   |
| ARLENE FRANCIS SHOW                | NBC 10am    | 10/29 - Marvin Moran(S), Betty Ann Grove(S); 10/30 - Marvin Moran(S), Betty Ann Grove(S), India Adams (S); 11/1 - Bill Tabbert(S).  |
| AMERICAN BANDSTAND<br>(Dick Clark) | ABC 3pm     | 10/28 - Hollywood Flames(S), Warren Mack(S); 10/29 - Bonnie Guitar(S), DeJohn Sisters(S); 10/30 - Billy Miles(S), Jill Whitney(S); 10/31 - Four Top Hatters(S), Bob Grabaue(S); 11/1 - Kaye Ballard (S), The Four Esquires(S).  |
| NBC MATINEE THEATRE                | NBC 3pm     | 10/28 - The Last Stop; (O) William Raine; (A) Anthony Spinner; 10/29 - The Weak And The Strong; (O) Al Meglin; 10/30 - Nine-Finger Jack; (O) Anthony Boucher; (A) George Lowther; 10/31 - Elementals; (O) Stephen Vincent Benet; (A) Nicholas E. Baehr; 11/1 - A Plumber In Paradise; (O) I.A.R. Wylie; (A) Theodore Apstein. |
| MODERN ROMANCES<br>(Martha Scott)  | NBC 4:45pm  | Moment of Fear; (O) William Kendall Clarke; with Augusta Dabney, Dickie Olsen, Sam Gray, Staats Cotsworth.  |
| TONIGHT<br>(Jack Paar)             | NBC 11:15pm | Betty Johnson(S), Snooky Lanson(S), will be guests for the entire week. 10/28 - Dave Mallon(impersonator); 10/29 - Johnny Hamer(C); 10/30 - Genevieve (S); 10/31 - June Carroll(S), Paul Lynde(C); 11/1 - Genevieve(S), The Muppets(puppets).   |
| HOWARD MILLER SHOW                 | NBC 1:30pm  | The Four Voices(S), will replace The Mello-Larks for two weeks.   |





SATURDAY NOVEMBER 2  
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|                                                 |            |                                                                                                                                                                                                                                       |
|-------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                                 | CBS 12N    | Eileen Rodgers(S), Jimmy Nelson(ventril).                                                                                                                                                                                             |
| TRUE STORY<br>(Kathi Norris)                    | NBC 12N    | <u>Poison Pen</u> ; (O) George Lowther; with Sarah Marshall,<br>Phyllis Newman, Roy Boyle, William Redfield.                                                                                                                          |
| <u>Perry Mason</u><br>(Raymond Burr)            | CBS 7:30pm | <u>The Case Of The Angry Mourner</u> ; with regulars &<br>Malcolm Atterbury, Dorothy Adams, Sylvia Field,<br>Barbara Eden, James Westerfield, Peter Nelson,<br>Joan Weldon, Eve McVeagh, Addison Richards, Eric<br>Sinclair; (SW&SD). |
| COUNTRY MUSIC JUBILEE                           | ABC 8pm    | Uncle Cyp & Rod Brasfield(C), The MillerBros.(C-<br>M).                                                                                                                                                                               |
| PERRY COMO SHOW                                 | NBC 8pm    | Ed Wynn(C), Sal Mineo(A), Dorothy Collins(S).                                                                                                                                                                                         |
| <u>Dick &amp; The Duchess</u>                   | CBS 8:30pm | <u>The Kissing Bandit</u> ; with regulars & Margaret<br>Rutherford, Peter Gray, Michael Golden, Charles<br>Farrell; (SW&SD).                                                                                                          |
| <u>Oh! Susanna</u><br>(Gale Storm)              | CBS 9pm    | with regulars & William Bishop; (SW&SD).                                                                                                                                                                                              |
| POLLY BERGEN SHOW                               | NBC 9pm    | Don Ameche(A).                                                                                                                                                                                                                        |
| <u>Have Gun, Will Travel</u><br>(Richard Boone) | CBS 9:30pm | with regulars & Strother Martin, John Dehner,<br>Buddy Baer, Fay Spain; (SW&SD).                                                                                                                                                      |
| GISELE MacKENZIE SHOW                           | NBC 9:30pm | Eddie Fisher(S).                                                                                                                                                                                                                      |
| <u>Gunsmoke</u>                                 | CBS 10pm   | with regulars & Anthony Caruso, Mort Mills, Wright<br>King, Dorothy Adams, Ken Lynch; (SW&SD).                                                                                                                                        |

SUNDAY NOVEMBER 3  
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|                                    |            |  |
|------------------------------------|------------|--|
| SEVEN LIVELY ARTS<br>(John Crosby) | CBS 5pm    | PREMIERE: <u>The Changing Ways of Love</u> ; (O) S. J.<br>Perelman; (Consisting of scenes from <u>Winter Dreams</u> ;<br>(O) F. Scott Fitzgerald; <u>Awake And Sing</u> ; (O) Clif-<br>ford Odets; <u>Three Empty Rooms</u> ; (O) Reginald Rose);<br>with Piper Laurie, Rip Torn, Jason Robards, Jr.,<br>Dick York; Narrators - John Crosby, Mike Wallace,<br>S.J. Perelman; Dir - Sidney Lumet. |
| <u>Maverick</u><br>(James Garner)  | ABC 7:30pm | <u>Relic Of Fort Tejon</u> ; with regulars & Maxine Cooper,<br>Fredd Wayne; (SW&SD).   |
| JACK BENNY SHOW                    | CBS 7:30pm | Ginger Rogers(A).  |
| <u>Sally</u><br>(Joan Caulfield)   | NBC 7:30pm | with regulars & Barry Gordon, Frances Robinson,<br>Richard Deacon, Penny Santon; (SW&SD).  |
| ED SULLIVAN SHOW                   | CBS 8pm    | Jimmie Rodgers(S), Paul Anka(S), The Sparkletones<br>(S), Anna Maria Alberghetti(S), Carla Alberghetti<br>(S), Patachou(S), Sam Cooke(S), Dancers of Bali,<br>Sue Carson(C), Arthur Worsley(ventril), Joy Kay &<br>Company(variety).   |
| STEVE ALLEN SHOW                   | NBC 8pm    | Charles Ruggles(A), Jerry Lee Lewis(S), Dennis Day<br>(S).   |
| General Electric Theatre           | CBS 9pm    | <u>Mischief At Bandy Leg</u> ; (O) Jameson Brewer; with<br>Marge & Gower Champion, Alan Napier, Rhys Williams,<br>Emory Parnell, James McCallion; Dir - Gower Champion.  |
| DINAH SHORE CHEVY SHOW             | NBC 9pm    | Maureen O'Hara(A), Shirley MacLaine(S-D-C), Esther<br>Williams(A), Howard Keel(S), Bob Wagner(A).  |
| <u>Alfred Hitchcock Presents</u>   | CBS 9:30pm | <u>The Silent Witness</u> ; (O) Robert C. Dennis; with Don<br>Taylor, Dolores Hart, Pat Hitchcock, Harry Vellaver,<br>Mercedes Shirley, William Boyett; Dir - Paul Henreid.  |
| <u>Loretta Young Show</u>          | NBC 10pm   | <u>Innocent Conspiracy</u> ; (O) Louis E. Holz & Richard<br>Morris; (A) Richard Morris; with Miss Young, Teru<br>Shimada, George Matsui, Robert Kino; Dir - Richard<br>Morris.   |





# ROSS REPORTS — TELEVISION INDEX

OCTOBER 30, 1957

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EDITOR: Jerry Leichter

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## —MID-WEEK SPECIAL—

### NEWS - COMMENT - POSSIBILITIES

CBS will not only have another Bing Crosby special on Dec 11, but on Jan 12, Sunday, 6-7pm NYT, the net will telecast the Bing Crosby Golf Tournament at Pebble Beach, Calif., with Crosby as official host and sportscaster. Sponsor will be the Easy Appliances Division of The Murray Corp of America thru Earle Ludgin & Co(Chi). Murray Corp is also co-sponsor of the pro-amateur golf tourney, the 17th annual for the 72-hole competition. Cecil Barker will produce the TV program, with Bob Quinlan as director. Play-by-play broadcasters will be announced. That Dec 11 musical variety show, Wednesday, 10-11pm NYT, will be co-sponsored by Shulton, Inc., and U. S. Time Corp for its Timex watches and clocks, thru The Wesley Associates, Inc(NY) and Peck Advertising Agency, Inc(NY) for the respective sponsors. It creates an interesting situation for CBS and NBC. U. S. Time is pulling out of its sponsorship of the Bob Hope Show because of that unfortunate conflict when a Bulova commercial was screened on the first Frank Sinatra Show, with Bob Hope as guest star. Hope may or may not be entered in the golf tournament in January, but if he is present, will the nets be able to resolve his appearance, even though there's no watch company involved in the sponsorship of that telecast? Hope is sure to needle Crosby about beating his time. By the way, U. S. Time got more exposure for its name and the sponsorship conflict in the newspapers than it ever could have gotten through any regular publicity stunt -- which this was not. No matter which way it works out, Hope's nose is really being rubbed into the stage when a sponsor switches from him to Crosby.

Herbert Brodtkin, who was quick to say he'd be delighted to work in Hollywood after the first announcements were made of Studio One's future move to Hollywood, will be the producer who stays in New York. Brodtkin will be producer of a new Ralph Bellamy half-hour film series, Front Office, to be produced in New York, if a pilot meets acceptance. He is also scheduled to work on a new one-hour live drama series, but this means little in the present scheme of things in TV, because all it takes to get a live drama series underway these days is a time spot and a sponsor. There's a reservoir of trained production personnel and certainly no shortage of skilled actors. In the latter connection, it has been suggested that CBS revive its The Best of Broadway program title, but as a switch; instead of spotlighting stage plays transferred to TV, star leading Broadway players in top roles.....Gordon Duff and Norman Felton will go to Hollywood as the two producers of the new Studio One. Herb Brodtkin's productions in New York will close out the year, enabling the other producers to start work on their new coast project.....William Dozier's responsibilities as a new general program executive supervising all live CBS programming from Hollywood, include Playhouse 90, Climax!, Studio One and any special programs the net produces from Hollywood.....Still on Studio One: Its most successful commercial, the "sand test," starring the Westinghouse Laundromat, will be repeated for the fourth time since Sept 1956, this time with a studio audience watching, on the Nov 4 program.





Among the better laughs in the trade on the West Coast is that one of the pundits has been hailing CBS' The Verdict is Yours as a great new departure for TV. The series is based on the format first used for They Stand Accused, which was on the DuMont Net from 1949 thru 1952, and then was revived in 1954. The only difference between the shows is the better staging and camera techniques used today and the fact that the original show was on for a full hour one night a week, while the current version is stripped across the board in five half-hours a week.....Several packagers are dipping into the grab bag of old TV programs, figuring that with the increase in talent names available today and up-dated ideas in staging, some of the bright tricks of TV's early days might be made to sparkle again as afternoon program possibilities.

CBS' Seven Lively Arts will have explored quite a few of them before the end of the year. On the future schedule: Dec 8, "The Sound of Jazz," produced by Robert Herridge; Dec 15, "Hollywood Around the World," produced by Jud Kinberg; Dec 22, "The Nutcracker," starring the City Center Ballet Co., produced by Robert Herridge, and Dec 29, "Here Is New York," produced by Robert Northshield.....Vic Damone has been added to the cast of NBC's first of three one-hour specials from Las Vegas, Nov 16, Saturday, 8-9pm NYT. He joins hostess Ann Sothorn, Tony Randall, the Will Mastin Trio starring Sammy Davis Jr., and Jayne Mansfield. Jack Rayel is producing..... The next night, the General Motors 50th Anniversary Show, Sunday, 9-11pm NYT, will present Kirk Douglas as narrator, hosting a pursuit of happiness show, with Don Ameche, Pat Boone, Ernest Borgnine, Eddie Bracken, Carol Burnett, Claudette Colbert, Dan Dailey, Helen Hayes, Cyril Ritchard, Chita Rivera and Dinah Shore (alphabetical order). Patrice Munsel has bowed out because of other commitments, which include a program for GM divisions.....The first of this season's Chevy Shows without Dinah Shore as star, will be on Nov 10, Sunday, 9-10pm NYT, with Tony Martin toplining the NBC variety show, with Nat King Cole, Vera Ellen, Red Buttons and Joan Davis as stars. Leo Morgan will produce the Burbank-based program, with Frank Bunetta as director, Gene Loring as choreographer and Phil Rapp as writer.

ABC's new Scotland Yard film series starts Nov 17, Sunday, 10-10:30pm NYT, with General Foods Corp (Sanka) thru Young & Rubicam, Inc., as sponsor. Edgar Lustgarten, British lawyer turned criminologist and writer, is host-narrator, a spot he filled some years ago for a similar film series. A Scotland Yard film series imported by the DuMont net five or six years ago was a short 13-film group on 16mm film and has no connection with the new films.

The two biggest topics in Hollywood, where the pay-TV proponents are currently talking up the old team spirit, is the probable impact of pay-TV on the entertainment world (everybody seems to take its success for granted), and the impact of the Western series on TV audiences as indicated in overnight ratings. The latter is pointed up by the fact that few pilot producers now expect any TV Western series to fall by the wayside in mid-season, but are now licking their chops over the programs in spots opposite the Westerns. TV people are great for reading a season's results from the first of the trick overnights, but agency buys will still be made from the Nielsens, which can be just as tricky to use for big money decisions.





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## —WEEKLY REPORT—

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday (November 5)

NBC- 9-10pm NYT; six times during season; RETURN - The Jerry Lewis Show - LIVE (COLOR) from KRCA-TV(LA), 150 stations live. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Det); Acct Exec- Val Corradi. § Pkgr- York Pictures Corp(LA); Prod- Ernest D. Glucksman; Dir- Jack Shea; Music Dir- Walter Scharf; Choreog- Nick Castle; Costumes- Bob Campbell; Writers- Mel Tolkin, Neil "Doc" Simon. § Jerry Lewis stars on his own comedy-variety show, the first of six to be presented at various times during the 1957-58 season, with guest variety artists. The premiere program preempts Meet McGraw, 9-9:30pm, and The Bob Cummings Show, 9:30-10pm, this date only.

#### Wednesday (November 6)

CBS- 9-10:15pm NYT; five times during season; DEBUT - The Lucille Ball-Desi Arnaz Show - FILM from WCBS-TV(NY) & KNXT(LA), no of stations not available. § Sponsor- Ford Division, Ford Motor Co., thru J. Walter Thompson Co(Detroit); Acct Exec- John McQuigg. § Pkgr & Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Exec Prod- Desi Arnaz; Prod- Bert Granet; Assoc Prod- Jack Aldworth; Dir- Jerry Thorpe; Dir of Photog- Sid Hickox; Music Composer, Dir- Wilbur Hatch; Choreog- Jack Baker; Writers- Madelyn Martin, Bob Carroll, Jr., Bob Shiller, Bob Weiskopf. § The first of five special one-hour filmed programs for the 1957-58 season (only the first is 75 minutes), starring Lucille Ball and Desi Arnaz in comedies with music, with top name stars in support. The premiere program preempts The Millionaire, 9-9:30pm, I've Got A Secret, 9:30-10pm, and the first quarter-hour of U. S. Steel Hour, on this date only.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- December Bride; RETURNED Oct 7; Mon, 9:30-10pm NYT (program had not previously been listed when it returned), succeeding its summer replacement, Richard Diamond, Private Detective (last show Sept 30). Production staff changes (see Television Index card)- Dir- Fred de Cordova; Writers- Lou Derman, Arthur Julian. § Sponsor info change- General Foods Corp (Instant Maxwell House Coffee, other General Foods products) thru Benton & Bowles, Inc(NY); Acct Exec- Dick Newman.



TALENT SHOWSHEET NOVEMBER 1 - NOVEMBER 10  
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Most of the shows on November 1,2,3, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday November 8. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as actor(A), singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY NOVEMBER 1  
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|   |           |   |
|---|-----------|---|
| FIESTA AMERICANA<br>(William B. Williams)     | WABD 8pm  | Fernando Canay & Orch., Micki Marlo(S).   |
| <u>Court of Last Resort</u><br>(Lyle Bettger) | NBC 8pm   | <u>DELETE: The Darlene Fitzgerald Case; ADD: The George Zaccho Case; with regulars &amp; John Verros, Bob Knapp, Robert Anderson, Renata Vanni, Fintan Meyler, Irene Tedrow, Nico Minardos;(SW&amp;SD).</u> |
| ART FORD'S GREENWICH VILLAGE PARTY            | WABD 10pm | Lola Fisher(S), Marie Marchowsky(D).  |

SUNDAY NOVEMBER 3  
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|                             |             |                                                                                                                                                                                                                                                                    |
|-----------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET           | CBS 10am    | <u>Time For Trouble; (O) Robert Lucas; with Tarry Green, James Bonnett, Kathleen Widdoes, Frederic Downn; Dir - Mel Ferber.</u>                                                                                                                                    |
| LOOK UP & LIVE              | CBS 10:30am | <u>The Family - The Son; Part 4; (O) Steven Gethers; with Warren Beatty, Edward Andrews, Louise Platt, Bennye Gatteys; Dir - Roger Englander.</u>                                                                                                                  |
| FRONTIERS OF FAITH          | NBC 1:30pm  | <u>Green Thumb In The City; (O) Myra Kelly("Little Aliens"); (A) Ernest Kinoy; with Norman Rose, Laurinda Barrett, Robert Emhardt, Guy Repp, Mannie Sloane, Florence Stanley; Dir - Martin Hoade.</u>                                                              |
| OMNIBUS<br>(Alistair Cooke) | NBC 4pm     | <u>American Trial By Jury; (O) Andrew McCullough; with Joseph N. Welch, Fritz Weber, Mike Kellin, Humphrey Davis, Harry Bannister, Al Leberfeld, Felix Deebank, Norman Barr, Lawrence Fletcher, Jay Lanin, Michael Wager, Jane McArthur; Dir - Richard Dunlap.</u> |
| SEVEN LIVELY ARTS           | CBS 5pm     | <u>ADD CAST: Pat England, Gene Saks, Charles Mendick, Joyce Lear, Adnia Rice, Larry Robinson.</u>                                                                                                                                                                  |
| STEVE ALLEN SHOW            | NBC 8pm     | <u>DELETE: Charles Ruggles; ADD: Joanne Gilbert(S-D).</u>                                                                                                                                                                                                          |
| DINAH SHORE CHEVY SHOW      | NBC 9pm     | <u>DELETE: Esther Williams.</u>                                                                                                                                                                                                                                    |

MONDAY NOVEMBER 4  
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|  |            |  |
|--|------------|--|
| AMERICAN BANDSTAND<br>(Dick Clark)         | ABC 7:30pm | The Shepperd Sisters(S).   |
| GUY MITCHELL SHOW                          | ABC 8pm    | Peggy Lee(S).  |
| <u>Burns &amp; Allen</u>                   | CBS 8pm    | with regulars & Judy Meredith, Hopper Dunbar; (SW&SD).                     |
| <u>The Restless Gun</u><br>(John Payne)    | NBC 8pm    | <u>Jody; with regulars &amp; Rip Torn; (SW&amp;SD).</u>                    |
| TALENT SCOUTS                              | CBS 8:30pm | Andre Phillipe(S), Lil Greenwood(S), Ardeen DeCamp (S-M), Bob Callahan(S). |
| VOICE OF FIRESTONE                         | ABC 9pm    | Rise Stevens(S).   |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)  | ABC 9:30pm | Jack & Sally Caldwell(M), Bill Palmer(M), Bill Hughes(M), Jimmy Wakely(S). |
| <u>December Bride</u><br>(Spring Byington) | CBS 9:30pm | with regulars & Dick Wilson, Paul Smith, Peter Leeds, Bob Duggan; (SW&SD). |





MONDAY NOVEMBER 4(Cont'd)  
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|-----------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Alcoa Theatre</u><br><u>A Turn of Fate</u> | NBC 9:30pm | <u>Guests For Dinner</u> ; (O) Alec Coppel; with Charles Boyer, Judith Braun, David Leonard, Paul E. Burns, Nestor Paiva, Richard Hale.                                                   |
| STUDIO ONE                                    | CBS 10pm   | <u>Bend In The Road</u> ; (O) John Vlahos; with Franchot Tone, Cathleen Nesbitt, Beatrice Straight, Ernest Graves, Roland Winters, Walter Kingsford, Michael Higgins; Dir - Fielder Cook. |
| SUSPICION<br>(Dennis O'Keefe)                 | NBC 10pm   | <u>Diary For Death</u> ; (O) David Alexander; No adaptor credit available; with Macdonald Carey, Everett Sloane, Jack Klugman, Julie Wilson; Dir - Perry Lafferty.                        |

TUESDAY NOVEMBER 5  
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|   |             |   |
|---|-------------|---|
| <u>Cheyenne</u><br>(Clint Walker)                     | ABC 7:30pm  | <u>Border Affair</u> ; with regulars & Erin O'Brien, Sebastian Cabot, Joy Page, Michael Pate, Linda Watkins; (SW&SD).                               |
| NAT KING COLE SHOW                                    | NBC 7:30pm  | Ted Buckner(M), Barney Bigard(M), George Washington(M), Lee Young(M), Red Callender(M), The Cheerleaders(S).  |
| <u>Phil Silvers Show</u><br>(You'll Never Get Rich)   | CBS 8pm     | <u>Papa Bilko</u> ; with regulars & Fannie Lyde, Robert Webber; (SW&SD).  |
| GEORGE GOBEL SHOW<br>(Gobel, Eddie Fisher)            | NBC 8pm     | Janis Paige(S), Jack Carson(C), Bobby Van(D), Jeff Donnell(C).  |
| <u>Life &amp; Legend of Wyatt Earp</u> (Hugh O'Brian) | ABC 8:30pm  | <u>Little Pistol</u> ; with regulars & Tina Thompson, Glenn Strange, Glenn Turnbull; (SW&SD).   |
| <u>Eve Arden Show</u>                                 | CBS 8:30pm  | with regulars & Mary Beth Hughes, Allen Jenkins, Gloria Pall, Julie Reding; (SW&SD).  |
| <u>Broken Arrow</u><br>(John Lupton)                  | ABC 9pm     | <u>The Arsenal</u> ; with regulars & Harry Harvey, Sr., Howard Negley, John Holland; (SW&SD).   |
| JERRY LEWIS SHOW                                      | NBC 9pm     | PREMIERE: with Susan Silo(S), The Mellow Larks(S), Nick Castle Dancers; Dir - Jack Shea; Writers - Mel Tolkin, Neil Simon; Mus Dir - Walter Scharf. |
| <u>Telephone Time</u><br>(Dr. Frank Baxter)           | ABC 9:30pm  | <u>Arithmetic Sailor</u> ; (O) Paul Rink; with Herbert Anderson, Ralph Clanton; Dir - Robert Z. Leonard.  |
| RED SKELTON SHOW                                      | CBS 9:30pm  | Peter Lorre(A).   |
| <u>The Californians</u><br>(Adam Kennedy)             | NBC 10pm    | with regulars & Marie Windsor, Lane Chandler; (SW&SD).  |
| <u>Assignment Foreign Legion</u><br>(Merle Oberon)    | CBS 10:30pm | <u>A Matter of Honor</u> ; with Stephen Murray, Lionel Jeffries; (SW&SD).   |

WEDNESDAY NOVEMBER 6  
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|                                                  |            |                                                                                                                                                                                                                       |
|--------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u><br>(Ward Bond, Robert Horton) | NBC 7:30pm | <u>The John Darro Story</u> ; with Eddie Albert, Margo, Edgar Buchanan, Kim Charney, Don Durant, Terry Wilson, Malcolm Atterbury, Irene Corlett, Norman Leavitt, Ellen Hardies; (O) Adrian Spies; Dir - Mark Stevens. |
| THE BIG RECORD<br>(Patti Page)                   | CBS 8pm    | Guy Lombardo & Orch., Bill Hayes(S), Nick Todd(S), Yma Sumac(S), Cindy & Lindy(S), Polly Bergen(S).                                                                                                                   |
| <u>Tombstone Territory</u><br>(Pat Conway)       | ABC 8:30pm | <u>Revenge Town</u> ; with regulars & Robert J. Wilke, Jean Howell, Morris Ankrum, Nestor Paiva; (SW&SD).                                                                                                             |
| <u>Father Knows Best</u><br>(Robert Young)       | NBC 8:30pm | <u>The Indispensable Man</u> ; with regulars & William Leslie, Jimmy Bates, Charles Tannen; (SW&SD).                                                                                                                  |
| <u>Ozzie &amp; Harriet</u>                       | ABC 9pm    | <u>Ricky's Big Night</u> ; with regulars & Elaine DuPont, The Four Preps(S), Skip Young, Will Wright, Alan Reynolds; (SW&SD).                                                                                         |





WEDNESDAY NOVEMBER 6(Cont'd)  
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|                                     |             |  |
|-------------------------------------|-------------|--|
| <u>Lucille Ball-Desi Arnaz Show</u> | CBS 9pm     | <u>PREMIERE</u> : with Ann Sothorn(A-C), Cesar Romero(A), Rudy Vallee(A-S), Hedda Hopper; Regulars are William Frawley, Vivian Vance, Richard Keith; Dir - Jerry Thorpe. |
| KRAFT THEATRE                       | NBC 9pm     | <u>The Category Is Murder</u> ; (O) George Harmon Coxe; with Gene Lyons, Lee Bowman, Betsy Palmer, Frank McHugh, Peter Brandon, Shelagh Fraser; Dir - William Graham.    |
| <u>Walter Winchell File</u>         | ABC 9:30pm  | <u>The Decision</u> ; (O) Martin Berkeley & Clark E. Reynolds; with Harry Landers, Richard Benedict, Harold Stone, Pamela Duncan; Dir - Alvin Ganzer.                    |
| US STEEL HOUR                       | CBS 10:15pm | (New time this date only). <u>The Locked Door</u> ; (O) Gertrude Schweitzer; with Ralph Bellamy, June Lockhart, Brandon de Wilde, Bennye Gatteys; Dir - Don Richardson.  |

THURSDAY NOVEMBER 7  
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|                                                   |             |                                                                                                                                                                                                                 |
|---------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Circus Boy</u>                                 | ABC 7:30pm  | <u>The Magic Lantern</u> ; with regulars & Sterling Holloway; (SW&SD).                                                                                                                                          |
| <u>Sgt. Preston of Yukon</u><br>(Richard Simmons) | CBS 7:30pm  | with regulars & Paul Cavanagh, Pat Ahern, Robert Lavare; (SW&SD).                                                                                                                                               |
| <u>Harbourmaster</u><br>(Barry Sullivan)          | CBS 8pm     | <u>The Wreckers</u> ; with regulars & Bruce Gordon; (SW&SD).                                                                                                                                                    |
| <u>The Real McCoys</u><br>(Walter Brennan)        | ABC 8:30pm  | <u>You Can't Cheat An Honest Man</u> ; with regulars & Joseph Kearns, Jess Kirkpatrick; (SW&SD).                                                                                                                |
| CLIMAX!<br>(Bill Lundigan)                        | CBS 8:30pm  | <u>Keep Me In Mind</u> ; (O) Jerry Davis; with Johnny Desmond, Marisa Pavan, James Dunn, Gil Stratton, Jackie Coogan; Dir - Paul Nickell.                                                                       |
| PAT BOONE CHEVY SHOWROOM                          | ABC 9pm     | Dolores Gray(S), Joel Grey(D).                                                                                                                                                                                  |
| <u>O. S. S.</u><br>(Ron Randell)                  | ABC 9:30pm  | <u>Operation Foulball</u> ; with regulars & Lyndon Brook, Patrick Holt, Naomi Chance, Frank Hawkins, Robert Henderson; (SW&SD).                                                                                 |
| PLAYHOUSE 90                                      | CBS 9:30pm  | <u>The Clouded Image</u> ; (O) Josephine Tey("Brat Farrar"); (A) James P. Cavanagh; with Farley Granger, Terry Moore, Vincent Price, Patty McCormack, John Williams, Judith Anderson; Dir - Franklin Schaffner. |
| THE FORD SHOW                                     | NBC 9:30pm  | Ronald Reagan(A).                                                                                                                                                                                               |
| <u>Navy Log</u>                                   | ABC 10pm    | <u>Fire At Sea</u> ; with Ed Binns, Robert Rockwell, Frank Wilcox, Will J. White; (SW&SD).                                                                                                                      |
| LUX SHOW STARRING<br>ROSEMARY CLOONEY             | NBC 10pm    | Carol Channing(S-C).                                                                                                                                                                                            |
| <u>Jane Wyman Show</u>                            | NBC 10:30pm | <u>Road Block #7</u> ; with Margaret O'Brien, Mark Richman.                                                                                                                                                     |

FRIDAY NOVEMBER 8  
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|   |            |  |
|---|------------|--|
| <u>Adventures of Rin-Tin-Tin</u><br>(Lee Aaker) | ABC 7:30pm | <u>Rodeo Clown</u> ; with regulars & Stacy Harris, "Tiger" Fafara, Bill Hale; (SW&SD). |
| <u>Leave It To Beaver</u>                       | CBS 7:30pm | <u>Brotherly Love</u> ; with regulars & Bert Mustin; (SW&SD).                          |
| <u>Saber Of London</u><br>(Donald Gray)         | NBC 7:30pm | <u>The Baby Sitters</u> ; with regulars & Barbara Brown; (SW&SD).                      |
| FIESTA AMERICANA<br>(William B. Williams)       | WABD 8pm   | Jodie Sands(S).  |



FRIDAY NOVEMBER 8(cont'd)  
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|---------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Jim Bowie</u><br>(Scott Forbes)        | ABC 8pm    | <u>The Pearls of Talimeco</u> ; with regulars & Malcolm Atterbury, Ted Corsia, June Carter; (SW&SD).                                                                                           |
| <u>Trackdown</u><br>(Robert Culp)                       | CBS 8pm    | <u>Sweetwater, Texas</u> ; with regulars & Valerie French, Ray Danton, Paul Richards, Paul Birch, Arthur Space; (SW&SD).                                                                       |
| <u>Court of Last Resort</u><br>(Lyle Bettger)           | NBC 8pm    | <u>The Karl Hooft Case</u> ; with regulars & Karl Lukas, Gail Kobe; (SW&SD).                                                                                                                   |
| PATRICE MUNSEL SHOW                                     | ABC 8:30pm | Bert Lahr(C).                                                                                                                                                                                  |
| <u>Dick Powell's Zane Grey Theatre</u>                  | CBS 8:30pm | <u>The Promise</u> ; (O) James Leiker; with Gary Merrill, Tommy Sands, Whitney Blake, Carl Benton Reid, Bruce Gordon, John Launer; Dir - Charles Haas.                                         |
| FRANK SINATRA SHOW                                      | ABC 9pm    | Peggy Lee(S).                                                                                                                                                                                  |
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff) | CBS 9pm    | <u>The Comedians</u> ; with regulars & Herb Vigran, Anthony Mazzola, Richard Erdman, Paul Frees, Jack Albertson, Eddie Ryder, Susan Odin, Nancy Crawford, Barbara Woodell, Sam Hanks; (SW&SD). |
| <u>Schlitz Playhouse</u>                                | CBS 9:30pm | <u>The Hole Card</u> ; with Tallulah Bankhead, Isobel Elsom, John Bryant, Ottola Nesmith, George O'Hanlon, Jesslyn Fax.                                                                        |
| <u>Colt .45</u><br>(Wayde Preston)                      | ABC 10pm   | <u>Gallows at Granite Gap</u> ; with regulars & Virginia Gregg, John Smith, Stuart Randall, William Henry, Harry Antrim; (SW&SD).                                                              |
| <u>The Lineup</u><br>(Tom Tully, Warner Anderson)       | CBS 10pm   | <u>The Number 17643 Case</u> ; with regulars & William Forrest, Richard Bakalyn, Frances Morris, Hallene C. Hill; (SW&SD).                                                                     |

MULTIPLE & ACROSS-THE-BOARD SHOWS NOVEMBER 4 - NOVEMBER 8  
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|                                    |            |   |
|------------------------------------|------------|---|
| JIMMY DEAN SHOW                    | CBS 7am    | Mel Torme(S), will be the guest for the entire week.  |
| TODAY<br>(Dave Garroway)           | NBC 7am    | 11/5 - Chet Atkins(M).  |
| GARRY MOORE SHOW                   | CBS 10am   | 11/4 - Martha Davis & Spouse(S-M); 11/5 - Dick Van Dyke(C); 11/8 - Mary Lou Williams(M), "Senator Clark Crandall(C).  |
| ARLENE FRANCIS SHOW                | NBC 10am   | Earl Wrightson(S), will be a guest for the entire week; 11/5 - Barbara McNair(S); 11/6 - Marti Stevens(S); 11/7 - Barbara McNair(S).  |
| HOWARD MILLER SHOW                 | NBC 1:30pm | 11/4 - Miiko Taka(A), June Christy(S); 11/6 - Buddy Greco(S); 11/7 - Carmel Quinn(S); 11/8 - Faron Young(S).  |
| AMERICAN BANDSTAND<br>(Dick Clark) | ABC 3pm    | 11/4 - The Bachelors(S), Jerry Lee Lewis(S); 11/5 - The Sparkletones(S), Mitzi Mason(S); 11/6 - Jerry Reed(S); 11/7 - Tommy Presto(S); 11/8 - Lu Ann Simms(S).  |
| NBC MATINEE THEATRE                | NBC 3pm    | 11/4 - <u>Something About A Dollar</u> ; (O) James Gould Cozzens; (A) Harold Gast; 11/5 - <u>The Fall of The House of Usher</u> ; (O) Edgar Allan Poe; (A) Robert Esson; 11/6 - <u>The Ivy Curtain</u> ; (O) Anthony Spinner; 11/7 - <u>Return In Winter</u> ; (O) Nathan Teitel; (A) S.S. Schweitzer; 11/8 - <u>Grandmama And The Grandfather Clock</u> ; (O) Charles Robbins; (A) Warner Law. |
| MODERN ROMANCES<br>(Martha Scott)  | NBC 4:45pm | <u>The Child</u> ; (O) Harry Junkin; with Loretta Leversee, Jaime Smith, Henrietta Moore, Joy Hodges, Cort Benson.  |





MULTIPLE & ACROSS-THE-BOARD(Cont'd)  
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|                        |             |                                                                                                                                                                                                           |
|------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TONIGHT<br>(Jack Paar) | NBC 11:15pm | 11/4 - Jim Moran, Blossom Dearie(S); 11/5 - Danny Scholl(S), June Erikson(S); 11/6 - Blossom Dearie(S), Bernie West(S); 11/7 - Danny Scholl(S), Alice Pearce(C); 11/8 - Blossom Dearie(S), Lou Carter(S). |
|------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

SATURDAY NOVEMBER 9  
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|   |            |   |
|---|------------|---|
| JIMMY DEAN SHOW                                 | CBS 12N    | Dorothy Collins(S), Mel Torme(S).   |
| TRUE STORY<br>(Kathi Norris)                    | NBC 12N    | <u>Dress Shop</u> ; (O) George Lowther; with Ann Loring, Gloria Marlowe, Richard Kendrick, Lawrence Weber.                          |
| <u>Perry Mason</u><br>(Raymond Burr)            | CBS 7:30pm | <u>The Crimson Kiss</u> ; with regulars & Frances Bavier, Sue England, Jean Willis, Connie Cezon; (SW&SD).                          |
| COUNTRY MUSIC JUBILEE                           | ABC 8pm    | Carl Smith(S-M), Smiley Burnette(S-C).  |
| PERRY COMO SHOW                                 | NBC 8pm    | Johnny Mathis(S), Peter Lind Hayes(C), Mary Healy(S).   |
| <u>Dick &amp; The Duchess</u>                   | CBS 8:30pm | with regulars & Eric Barker, Peter Butterworth, John Warren, Jerold Wells, Arthur Lovegrove; (SW&SD).                               |
| <u>Oh! Susanna</u><br>(Gale Storm)              | CBS 9pm    | with regulars & Robert Rockwell, Percy Helton, Joe Cranston; (SW&SD).   |
| CLUB OASIS                                      | NBC 9pm    | Dean Martin(S), Gisele MacKenzie(S), Edgar Bergen(ventril).   |
| <u>Have Gun, Will Travel</u><br>(Richard Boone) | CBS 9:30pm | with regulars & Vic Perrin, Peter Coe, Rudolfo Acosta, Kam Tong, Ned Glass, Russ Conway, Joe Bassett, Walter Brennan, Jr.; (SW&SD). |
| GISELE MacKENZIE SHOW                           | NBC 9:30pm | George Raft(A).   |
| <u>Gunsmoke</u>                                 | CBS 10pm   | with regulars & Barry Kelly, Barbara Eden; (SW&SD).   |

SUNDAY NOVEMBER 10  
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|                                           |            |                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WIDE WIDE WORLD<br>(Dave Garroway)        | NBC 4pm    | Milton Berle(C), Ernie Kovacs(C), Jack Webb(A).                                                                                                                                                                                                                                                                                                           |
| SEVEN LIVELY ARTS<br>(John Crosby)        | CBS 5pm    | <u>The World of Nick Adams</u> ; (O) Ernest Hemingway ("The Battler", "Now I Lay Me", "The End of Something", "Three Day Blow", "Light Of The World"); (A) A.E. Hotchner; with Eli Wallach, Steve Hill, William Smithers, Frank Silvera, Vivian Nathan, Olive Deering, William Marshall, Woodrow Parfrey; Narrator - Michael Kane; Dir - Robert Mulligan. |
| <u>Maverick</u><br>(James Garner)         | ABC 7:30pm | <u>Hostage</u> ; with regulars & Laurie Carroll, Stephen Bekassy, Mickey Simpson, Wright King, Don Durant; (SW&SD).                                                                                                                                                                                                                                       |
| <u>Bachelor Father</u><br>(John Forsythe) | CBS 7:30pm | with regulars & Ronny Mann(S); (SW&SD).                                                                                                                                                                                                                                                                                                                   |
| <u>Sally</u><br>(Joan Caulfield)          | NBC 7:30pm | with regulars & John Abbott; (SW&SD).                                                                                                                                                                                                                                                                                                                     |
| ED SULLIVAN SHOW                          | CBS 8pm    | Billy Eckstine(S), Sarah Vaughan(S), June Taylor Dancers, Roger Williams(M), Charlotte Ray(C), Fernanda Montel(S), Helen Wood(D), Gaby, Fo-Fo & Milik(C), Carol Bennett(S), Katryna Ranieri(S), Ricki Layne(ventril).                                                                                                                                     |





SUNDAY NOVEMBER 10(Cont'd)  
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|  |            |   |
|--|------------|---|
| STEVE ALLEN SHOW                                   | NBC 8pm    | Charles Ruggles(A), Xavier Cugat(M), Abbe Lane(S),<br>Tony Bennett(S), Jack E. Leonard(C).  |
| <u>General Electric Theatre</u><br>(Ronald Reagan) | CBS 9pm    | <u>Cornada</u> ; (O) Jameson Brewer; with Tony Curtis,<br>Alfred Linder, George Trevino, Michael Granger,<br>Celia Lovsky, Simon Scott, Pamela Duncan; Dir -<br>Herschel Daugherty. |
| CHEVY SHOW   | NBC 9pm    | Tony Martin(S), Nat King Cole(S-M), Vera Ellen(D),<br>Red Buttons(C), Joan Davis(C); Dir - Frank Bun-<br>netta; Writer - Phil Rapp; Choreog - Gene Loring.                          |
| <u>Alfred Hitchcock Presents</u>                   | CBS 9:30pm | <u>Reward To Finder</u> ; (O) Frank Gabrielson; with<br>Oscar Homolka, Jo Van Fleet, Claude Akins, Ann<br>Hunter, Robert Whitesides; Dir - James Neilsen.                           |
| <u>Loretta Young Show</u>                          | NBC 10pm   | <u>Understanding Heart</u> ; (O) William Bruckner; with<br>Gary Merrill, Nancy Gates, Ann Doran, Dabbs Greer;<br>Dir - Richard Morris.  |



# ROSS REPORTS — TELEVISION INDEX

NOVEMBER 6, 1957

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VOLUME 9 NUMBER 45 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Kitty Foyle, based on the best-selling 1939 novel by Christopher Morley, will be the new Monday thru Friday, 2:30-3pm NYT daytime drama series for NBC, starting in January, the net's first new afternoon "soaper" in some time and a switch from the influx of quiz shows. The program may be part of a general daytime shift for NBC, because although the show moves into the time occupied by Bride and Groom, the latter may move to a new time, with several other shows also set for moves. Kitty Foyle, which has also been a motion picture and has been dramatized three times for net television one-hour drama programs, will be packaged by Henry Jaffe Enterprises, Inc., with Charles Irving as exec producer. The chief writer will be Carlton E. Morse, famed for his One Man's Family series, assisted by Sarett Rudley. If the original novel is any tip-off to the possibilities in the TV series, Kitty Foyle's story spans 28 years of her life.....Bride and Groom, meanwhile, is launching what it terms the "biggest contest in daytime television." The competition will involve attempts by viewers at home to identify an old photo of a famous couple as "The Mystery Bride and Groom." The winner-take-all contest, which will run for seven days, will have a pay-off of prizes valued at \$18,000, including a trip around the world.

CBS will televise the 69th annual Tournament of Roses for two hours on New Year's Day, 11:30am-1:30pm NYT, sponsored by The Quaker Oats Co thru Lynn Baker, Inc(NY). Cecil Barker will produce the program for the net.....First of the big program switches announced is Harbourmaster, moving to ABC on Jan 5, 8:30-9pm NYT. R. J. Reynolds will continue as sponsor, and becomes the first of the season to drop an option on a network instead of on the program. Reynolds and its agency obviously figure that Maverick, doing well in the 7:30-8:30pm NYT spot, has furnished proof that there's a sizable audience not interested in the variety performers showcased on the competing Ed Sullivan and Steve Allen shows -- not to mention the possibility of inheriting the adventure-minded audience already tuned to Maverick. CBS' only problem in moving the vacated Thursday, 8-8:30pm NYT spot, will be in finding a show that can stand up against the romantic adventures of Zorro on ABC and the proven comedy of Groucho Marx on NBC.....The Pat Boone Chevy Showroom completed its production staff overhaul with Tom Naud, ex-NBC, replacing Joe Santley as producer.....The first concrete change in a film series this season, aside from adding new characters and changing storylines, happened at CBS where Al Lewis has succeeded Edmund Hartmann as producer of The Eve Arden Show. Lewis will also supervise changes in the storyline and scripting. He was one of the writers and longtime director of Miss Arden's Our Miss Brooks series, not too actively involved during its last season when that series changed plot and storyline and eventually faded.....The new Bob Hope Show schedule depends on a new sponsor or sponsors.....Cyril Ritchard will play the Magician in the Cole Porter-S. J. Perelman musical, "Aladdin," Feb 21, Friday, 7:30-9pm NYT, in the Du Pont Show of the Month series over CBS.





CBS still insists in its press releases that "Beyond This Place," Nov 25 production for the DuPont Show of the Month, is "the first A. J. Cronin work to be adapted for television." "The Citadel" was presented on NBC's Lucky Strike Theatre on June 19, 1950, and an excerpt of another of Cronin's works was adapted for Climax and presented as "Escape From Fear" on Jan 13, 1955.....David Susskind of Talent Associates, Ltd., who will produce "Beyond This Place," used the occasion of the laudatory reviews of his "The Prince and the Pauper" to make another point about that swing from New York to the West to take advantage of "star" names. Susskind said, "Unfortunately, a great number of Broadway's outstanding talents, such as these (the cast of 'The Prince and the Pauper'), are not as well-known to nation-wide audiences as those who have been given the Hollywood buildup. But the fact remains that most people with Broadway training are far superior performers.".....At about the time this statement was being made in New York, NBC had ads in the Hollywood trade papers (Oct 31) hailing the second birthday of NBC Matinee Theater, with this emphasized statement: "Consider these facts: In the space of only two years, NBC Matinee Theater has produced 500 hour-long shows...brought nighttime quality to daytime TV...employed more than one-third of Hollywood's AFTRA members...paid out one and a half million dollars to talent...used more than 3,500,000 pages of material...held auditions for more than 700 budding actors and actresses...and given new opportunity to Hollywood's most seasoned talent." This statement is intended to prove out the reason for the advertisement -- that NBC Matinee Theater is "the greatest opportunity for talent in theatrical history." .....Then, just a few days later, NBC president Robert W. Sarnoff told a national group of TV editors and writers assembled at Burbank by NBC, that "our traffic flow has been from the East to the West and that's a rather dangerous direction to follow these days." This was a partly facetious lead to the announcement that starting next April, with the start of Daylight Saving Time, NBC will transmit all its delayed programs via tape, using a new Tape Central in Burbank, equipped with 11 tape recorders and associated equipment, followed by an Eastern Tape Central in New York. The tape centers will include six RCA color tape recorders, supplementing Ampex b & w recorders. One of the big programming changes will be in the scheduling of NBC Matinee Theater on the Coast. The program is seen at 3pm NYT in the East, but it's seen at 12noon in Hollywood, which makes it a perfect noontime, lunch-break talent showcase. The Hollywood workday will be shot to blazes if every talent exec has to stop his mid-afternoon chores to watch the program at 3pm Pacific Time.

NBC's General Motors 50th Anniversary Show on Nov 17, Sunday, 9-11pm NYT, will have 34 performers of varying stature, plus a dance group, a choral group and a 33-piece orchestra. Kirk Douglas will be narrator.....Shirley Temple's Story Book program series, which now includes Washington Irving's "Rip Van Winkle" in its line-up, will bow on Jan 12 with "Beauty and the Beast," starring hostess Shirley Temple. She will also star in several other films in the program group. One interesting sidelight on this program is that producer Alvin Cooperman packaged a musical fairy tale series in New York in 1950 under the name Rocking Chair Fairy Tales, but despite a budget that was originally under \$10,000 per program, sponsors were wary and it never got going. It did result in Cooperman later joining NBC in a production capacity, and now full circle back to fairy tales.





# ROSS REPORTS—TELEVISION INDEX

NOVEMBER 11-17, 1957

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PROGRAMS · ADVERTISERS · TALENT

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## WEEKLY REPORT

RECEIVED

NOV 1 1957

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday (November 12)

CBS- 8-9pm NYT (premiere only), once monthly; DEBUT - High Adventure with Lowell Thomas - FILM (COLOR) from WCBS-TV(NY), no. of stations not available. § Co-Sponsors- United Motors Service Division and Delco-Remy Division, both General Motors Corp thru Campbell-Ewald Co(Detroit); TV Acct Rep- Arthur Ross(NY). § Pkgr & Film Prod- Odyssey Productions, Inc(NY), filmed on location; Exec Prod- Lowell Thomas; Prod- Gil Ralston(CBS); various productions crews. § Once monthly film series, seven during the current season, with Lowell Thomas as the on camera guide, introducing viewers to seldom-visited, and some never-before-visited, corners of the globe. Each month's program was filmed in a different part of the world, specifically for the program. One program will be presented during an evening hour each month, dates not set, thru May, 1958. The premiere program preempts The Phil Silvers Show, 8-8:30pm NYT, and The Eve Arden Show, 8:30-9pm NYT, this date only.

#### Saturday (November 16)

NBC- 8-9pm NYT; three programs during season; DEBUT - Holiday in Las Vegas - LIVE (COLOR) remote from Las Vegas, no. of stations not available. § Sponsor- Exquisite Form Brassiere, Inc thru Grey Advertising Agency, Inc(NY); Acct Exec- Jack Rafield; Commls- On Film. § Pkgr- Henry Jaffe Enterprises, Inc with NBC-TV(LA); Prod- Jack Rayel; Dir- Kirk Browning; Music Dir- David Rose; Art Dir- Spencer Davies; Costumes- Campbel; Choreog- Miriam Nelson; Writers- Mel Tolkin, Neil Simon, Lucille Kallen; added material by Earl K. Brent. § Musical variety program, the first of three specials during the season, featuring top name stars of the types playing Las Vegas entertainment spots during the year. (See page E for cast credits for first show). The program preempts The Perry Como Show, this date only.

#### Sunday (November 17)

ABC- 10-10:30pm NYT; DEBUT - Scotland Yard - FILM from WABC-TV(NY), no. of stations not available. § Sponsor- One-quarter hour sustaining; one-quarter hour sponsored by General Foods Corp (Sanka Coffee) thru Young & Rubicam, Inc (NY); Acct Exec- W. Donald McNeill; TV Acct Rep- Martin Waldman. § Pkgr & Film Prod- Anglo Amalgamated Film Distributors, Ltd., England (Distributed in the U.S. by Clift TV); Prod- Alec Snowden; Dir- Montgomery Tully, others; Writers- Various. § Edgar Lustgarten, British criminologist and author, is host-narrator for stories based on the files of the Criminal Investigation Division of Scotland Yard. The program replaces films of football games on the net.

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THIS WEEK(More)



THIS WEEK(Cont'd)

Sunday(November 17)

NBC- 9-11pm NYT; SPECIAL - General Motors 50th Anniversary Show - LIVE (COLOR)  
from WRCA-TV(NY), no. of stations not available. § Sponsor- General Motors Corp (Institutional) thru Kudner Agency, Inc(NY); Acct Exec- Louis Dean. § Pkgr- NBC-TV(NY); Prod- Jess Oppenheim; Assoc Prod- Julian Bercovici; Dir- Charles Dubin; Assoc Dir- Marcia Kuyper; Music Dir- Bernie Green; Sets- Otis Riggs; Costumes- Robert Fletcher; Choreog- John Butler; Choral Dir- Ray Carter; Writers- Helen Deutsch (head), Arnie Sultan, Marvin Worthy, Richard Deroy; Film Segment "Symphony of the Senses" filmed by Willard Van Dyke; Program Coordinator- William Hammerstein. § Kirk Douglas is narrator for this special musical variety show with a theme related to the pursuit of happiness, marking the beginning of General Motors Corporation's 50th Anniversary Year (see page F for cast credits). The special program preempts The Chevy Show, 9-10pm NYT, and The Loretta Young Show, 10-10:30pm NYT, this date only. The last half-hour is open time, preempting local programs.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Hallmark Hall of Fame (6 times during season, various days, various times)  
Nov 17, Sun, 5:30-7pm NYT, "On Borrowed Time," adapted by James Costigan from the play by Paul Osborn, starring Ed Wynn, Claude Rains, Beulah Bondi (see page E for other cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; Assoc Prod- Robert Hartung; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ALL NETS- President Eisenhower's Address on Science and Security; SPECIAL; Nov 7, Thu, 8-8:30pm NYT; LIVE from Washington, D. C., to the nets; pool telecast originated by CBS, live to CBS and NBC, kine. to ABC stations, 10-10:30pm NYT; production by the White House TV staff. This address was originally scheduled to be presented Nov 13, Wednesday, 10:30-11pm NYT, from Oklahoma City. A different address may be scheduled for that time.





TALENT SHOWSHEET NOVEMBER 8 - NOVEMBER 17  
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Most of the shows on November 8,9,10, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday November 15. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as actor(A), singer(S), dancer(D), comic(C), musician(M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY NOVEMBER 8  
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|                                    |            |   |
|------------------------------------|------------|---|
| PATRICE MUNSEL SHOW                | ABC 8:30pm | Nanette Fabray(S), replaces Miss Munsel for this show only. |
| ART FORD'S GREENWICH VILLAGE PARTY | WABD 10pm  | Jimmy Rushing(S), Moira Lympny(M).                          |

SATURDAY NOVEMBER 9  
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|                               |            |                                                                                                                                                                                               |
|-------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAPTAIN KANGAROO              | CBS 9:30am | Lu Ann Simms(S).                                                                                                                                                                              |
| <u>Dick &amp; The Duchess</u> | CBS 8:30pm | <u>KILL</u> : Original listing for this date: <u>ADD: An American</u> ; with regulars & George Coulouris, Richard Goolden, Bill Nagy; (SW) Ray Allen, Harvey Bullock, Sheldon Reynolds; (SD). |

SUNDAY NOVEMBER 10  
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|                    |             |   |
|--------------------|-------------|---|
| LAMP UNTO MY FEET  | CBS 10am    | <u>Hammer Me Down Gently</u> ; (O) Vernon Delston; with Larry Gates, Augusta Dabney, Pat Mahoney, Frank Schofield, William Shust.   |
| LOOK UP & LIVE     | CBS 10:30am | <u>The Family As A Group - Part 5</u> ; (O) Jack Kuney; with Edward Andrews, Louise Platt, Warren Beatty, Bennye Gatteys.   |
| CAMERA THREE       | CBS 11:30am | <u>If Such An Unknown Person Really Existed</u> ; (O) Clair Roskam & Warren Wallace; presenting scenes from the following: "Gas"; (O) George Kaiser; "Hoppla, Such Is Life"; (O) Ernst Toller; "Prisoners Mixing Cement"; (O) Bertolt Brecht; with William Shattner, Dana Elcar, Sidney Walker, David Opatoshu, Pirie MacDonald, Irma Hurley, Sorrell Booke, Dortha Duckworth; Dir - Clay Yurdin. |
| FRONTIERS OF FAITH | NBC 1:30pm  | <u>One Man</u> ; (O) Joseph Mindel; with Hans Conried, Martin Balsam, Clarice Blackburn, Barry Kroeger, George Ives, Gene Gross, Alan Bergmann.   |
| PAUL WINCHELL SHOW | ABC 4:30pm  | Piet Van Brecht(novelty).   |
| ED SULLIVAN SHOW   | CBS 8pm     | <u>ADD</u> : Joan Collins(A), Bob Wagner(A).  |
| STEVE ALLEN SHOW   | NBC 8pm     | <u>ADD</u> : Gloria Swanson(A).   |
| CHEVY SHOW         | NBC 9pm     | <u>DELETE</u> : Vera Ellen(D); <u>ADD</u> : Maria Tallchief(D).   |

MONDAY NOVEMBER 11  
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|                                                  |            |                                                                                 |
|--------------------------------------------------|------------|---------------------------------------------------------------------------------|
| AMERICAN BANDSTAND (Dick Clark)                  | ABC 7:30pm | Jon1 James(S).                                                                  |
| <u>Adventures of Robin Hood (Richard Greene)</u> | CBS 7:30pm | <u>My Brother's Keeper</u> ; with regulars & Maurice Kaufman; (SW&SD).          |
| GUY MITCHELL SHOW                                | ABC 8pm    | Dolores Hawkins(S).                                                             |
| <u>Burns &amp; Allen Show</u>                    | CBS 8pm    | with regulars & Edward Ashley, Eileen Janssen, Carl Saxe, Phil Arnold; (SW&SD). |
| <u>Restless Gun (John Payne)</u>                 | NBC 8pm    | with regulars & Lurene Tuttle; (O) Frank Burt; (A) Halsey Malone; (SD).         |
| TALENT SCOUTS                                    | CBS 8:30pm | Bill Harrington(S), Jeanni Sparks(S), The Ferguson Trio(S-M).                   |





MONDAY NOVEMBER 11(Cont'd)  
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|  |            |  |
|--|------------|--|
| VOICE OF FIRESTONE                               | ABC 9pm    | Richard Tucker(S).   |
| <u>Danny Thomas Show</u>                         | CBS 9pm    | with regulars & Steven Geray, Virginia Gregg;<br>(SW&SD).  |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)        | ABC 9:30pm | Paul Grubb(S), Ken Kotwitz Orch., Jack Connors(M).   |
| <u>December Bride</u><br>(Spring Byington)       | CBS 9:30pm | with regulars & Nina Bara; (SW&SD).  |
| <u>Goodyear Theater</u><br><u>A Turn of Fate</u> | NBC 9:30pm | <u>Voices In The Fog</u> ; (O&A) Robert Bloomfield; with<br>Jack Lemmon, Joan Banks, Charles Watts, John Rogers,<br>Jay Novello, Dick Reeves, Barry Bernard; Dir -<br>Tay Garnett.   |
| STUDIO ONE                                       | CBS 10pm   | <u>24 Hours To Dawn</u> ; (O) Patrick Alexander; with Jason<br>Robards, Jr., Joseph Anthony, Harry Townes, Lorne<br>Greene, Stefan Gierasch, Rudy Bond; Dir - David<br>Greene.   |
| <u>Suspicion</u><br>(Dennis O'Keefe)             | NBC 10pm   | <u>Heartbeat</u> ; (O) Terence John; (A) Ernest Kinoy;<br>with David Wayne, Pat Hingle, Barbara Turner,<br>Warren Beatty, Raymond Bramley, Sidney Armus, Bar-<br>bara Barrie, Frank Campanella, Ward Costello, Robert<br>Dryden; Dir - Robert Stevens. |

TUESDAY NOVEMBER 12  
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|                                                                 |             |                                                                                                                                                                                              |
|-----------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sugarfoot</u><br>(Will Hutchins)                             | ABC 7:30pm  | <u>Trail's End</u> ; (O) Norman A. Fox; (A) James O'Hanlon<br>& Michael Fessler; with regulars & Venetia Steven-<br>son, Chris Alcaide, Gordon Jones, Barbara Stuart,<br>Russ Thorson; (SD). |
| NAT KING COLE SHOW                                              | NBC 7:30pm  | Mahalia Jackson(S).                                                                                                                                                                          |
| EDDIE FISHER SHOW<br>(Fisher, George Gobel)                     | NBC 8pm     | Marie Wilson(C), Tommy Sands(S), Mary McCarty(C),<br>Don Rickles(C).                                                                                                                         |
| <u>Life &amp; Legend of Wyatt</u><br><u>Earp</u> (Hugh O'Brian) | ABC 8:30pm  | <u>The Magic Puddle</u> ; with regulars & Freeman Morse,<br>Aline Towne; (SW&SD).                                                                                                            |
| <u>Broken Arrow</u><br>(John Lupton)                            | ABC 9pm     | <u>Devil Eye</u> ; with regulars & Carl Milletaire, Louis<br>Lettieri, Frank Cady; (SW&SD).                                                                                                  |
| <u>Meet McGraw</u><br>(Frank Lovejoy)                           | NBC 9pm     | <u>King's Ransom</u> ; (O) Steven Thorley; with regulars<br>& Ted De Corsia, Walter Sandes, Brian Hutton; (SD).                                                                              |
| <u>Telephone Time</u><br>(Dr. Frank Baxter)                     | ABC 9:30pm  | <u>I Get Along Without You Very Well</u> ; (O) Laslo Vad-<br>nay; with Hoagy Carmichael, Walter Winchell, Kaye<br>Elhardt, Sally Fraser, Alan Reed, Ben Lessey; Dir -<br>Abby Berlin.        |
| RED SKELTON SHOW                                                | CBS 9:30pm  | Vincent Price(A).                                                                                                                                                                            |
| <u>The Californians</u><br>(Sean McClory)                       | NBC 10pm    | (O) John Dunkel; with regulars & Robert Corsth-<br>waite, Peg Hillias, Ted de Corsia; (SD).                                                                                                  |
| <u>Assignment Foreign Legion</u><br>(Merle Oberon)              | CBS 10:30pm | <u>The Man Who Found Freedom</u> ; (O) Hal Weber; with<br>Lee Patterson, Nora Gorsen; (SD).                                                                                                  |

WEDNESDAY NOVEMBER 13  
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|  |            |   |
|--|------------|---|
| <u>Wagon Train</u><br>(Ward Bond, Robert Horton) | NBC 7:30pm | <u>The Charles Avery Story</u> ; (O) Aaron Spelling; with<br>Farley Granger, Susan Kohner, Chuck Connors, Bing<br>Russell, Mac Williams, Nico Minardos, Henry Brandon,<br>Abel Fernandes, Frank McGrath, Eddie Little; Dir -<br>Bernard Girard. |
| THE BIG RECORD<br>(Patti Page)                   | CBS 8pm    | Gale Storm(S), Guy Mitchell(S), Harry James(M),<br>Bill Haley & Comets(S), Ruby Murray(S), Jack Jones<br>(S).   |



WEDNESDAY NOVEMBER 13(Cont'd)  
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|                                            |            |                                                                                                                                                      |
|--------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Tombstone Territory</u><br>(Pat Conway) | ABC 8:30pm | <u>A Bullet For An Editor</u> ; with regulars & Stephen Bekassy, Allison Hayes; (SW&SD).                                                             |
| <u>Father Knows Best</u><br>(Robert Young) | NBC 8:30pm | <u>Kathy's Big Chance</u> ; with regulars & Greer Garson; (SW&SD).                                                                                   |
| <u>Adventures of Ozzie &amp; Harriet</u>   | ABC 9pm    | <u>Free Flowers</u> ; with regulars & Parley Baer, Lyle Talbot, Mary Jane Croft, Ena Anders, Stu Wilson; (SW&SD).                                    |
| <u>Millionaire</u><br>(Marvin Miller)      | CBS 9pm    | <u>The Story of Hap Connolly</u> ; with Royal Dano, Malcolm Broderick, Zoe Hazlett, David McMahon, Wheaton Chambers; (SW&SD).                        |
| KRAFT THEATRE                              | NBC 9pm    | <u>The Big Heist</u> ; (O) Newton Meltzer; with Bert Lahr, Mildred Natwick, Fred Gwynne, Lee Bergere, Patty Duke, Ralph Bell; Dir - David Alexander. |
| <u>Walter Winchell File</u>                | ABC 9:30pm | <u>The Candlestick</u> ; (O) Adrian Spies; with Peggy Webber, Tol Avery, Robert Karnes; Dir - Jacques Tourner.                                       |
| ARMSTRONG CIRCLE THEATRE                   | CBS 10pm   | <u>John Doe - #154</u> ; (O) Abram Ginnes; with John Napier, Ruth White, William Prince, Jane McArthur; Dir - William Corrigan.                      |

THURSDAY NOVEMBER 14  
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|  |             |   |
|--|-------------|---|
| <u>Circus Boy</u>                        | ABC 7:30pm  | <u>The Dancing Bear</u> ; with regulars & Alex Gerry, George Eldredge; (SW&SD).   |
| <u>Harbourmaster</u><br>(Barry Sullivan) | CBS 8pm     | <u>Enemy Unknown</u> ; with regulars & Evan Elliot, Kevin Coughlin, Myron Yorra; (SW&SD).   |
| CLIMAX!<br>(Bill Lundigan)               | CBS 8:30pm  | <u>Two Tests On Tuesday</u> ; (O) Jerry McNeely; with John Drew Barrymore, Susan Oliver, John Baragrey, Julie Adams; Dir - Buzz Kulik.  |
| <u>Dragnet</u><br>(Jack Webb)            | NBC 8:30pm  | with regulars & Jim Bridges, Don Pethley, Helen Spring, Shep Houghton; (SW&SD).   |
| PAT BOONE CHEVY SHOWROOM                 | ABC 9pm     | Robert Lamouret(C), Jaye P. Morgan(S), Joel Grey(D).  |
| <u>O. S. S.</u><br>(Ron Randell)         | ABC 9:30pm  | <u>Operation Blue Eyes</u> ; with regulars & Lisa Gastoni, John Valentine, Bernard Hunter, Peter Reynolds, Bill Fraser; (SW&SD).  |
| PLAYHOUSE 90                             | CBS 9:30pm  | <u>The Jet-Propelled Couch</u> ; (O) Dr. Robert Lindner ("The Fifty-Minute Hour"); (A) Stanley Roberts; with Donald O'Connor, David Wayne, Peter Lorre, Gale Gordon, Phyllis Avery, Carol Morris, Leona Gage; Dir - Burgess Meredith. |
| FORD SHOW                                | NBC 9:30pm  | Minnie Pearl(S-C).  |
| <u>Navy Log</u>                          | ABC 10pm    | <u>The Storm Within</u> ; with Harry Bellaver, John Zaremba, Betty Lou Gerson, Mack Williams, Leonard Graves; (SW&SD).  |
| LUX SHOW STARRING ROSEMARY CLOONEY       | NBC 10pm    | Wally Cox(C).   |
| <u>Jane Wyman Show</u>                   | NBC 10:30pm | <u>The Past Is Always Present</u> ; Re-run of 4/17/56.  |

FRIDAY NOVEMBER 15  
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|                                                 |            |                                                                                            |
|-------------------------------------------------|------------|--------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u><br>(Lee Aaker) | ABC 7:30pm | <u>Rusty's Strategy</u> ; with regulars & Terence De Marney, Morris Ankrum; (SW&SD).       |
| <u>Saber Of London</u><br>(Donald Gray)         | NBC 7:30pm | <u>Hour Of Doubt</u> ; (O) John Roeburt; with regulars & Robert Arden; (SD).               |
| <u>Jim Bowie</u><br>(Scott Forbes)              | ABC 8pm    | <u>Charivari</u> ; with regulars & Lloyd Corrigan, Angie Strickland, Jean Howell; (SW&SD). |





FRIDAY NOVEMBER 15(Cont'd)  
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|   |            |   |
|---|------------|---|
| <u>Trackdown</u><br>(Robert Culp)                           | CBS 8pm    | <u>Alpine, Texas</u> ; (O) Fred Freiburger; with regulars & Ian MacDonald, Virginia Christine, Robin Raymond; (SD).   |
| <u>Court Of Last Resort</u><br>(Lyle Bettger)               | NBC 8pm    | <u>The Conrad Murray Case</u> ; with regulars & Vaughn Taylor, Carl Benton Reid; (SW&SD).   |
| PATRICE MUNSEL SHOW   | ABC 8:30pm | Carl Reiner(C), Les Chanteurs de Paris(S).  |
| <u>Dick Powell's Zane Grey Theatre</u>                      | CBS 8:30pm | <u>Episode In Darkness</u> ; (O) Frederic Louis Fox; with Dewey Martin, Anne Bancroft, Phil Pine, John Anderson, John Maxwell, Paul Birch, Mack Williams; Dir - John English.                               |
| FRANK SINATRA SHOW  | ABC 9pm    | The McGuire Sisters(S).   |
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff)     | CBS 9pm    | with regulars & Sir Cedric Hardwicke, Don Diamond, Frank Feltrop; (SW&SD).  |
| <u>M Squad</u><br>(Lee Marvin)                              | NBC 9pm    | <u>The Hard Case</u> ; (O) Irving Rubin; with regulars & Ray Foster, Howard Negley; (SD).   |
| <u>Date With The Angels</u><br>(Bill Williams, Betty White) | ABC 9:30pm | <u>No-Risk Policy</u> ; with regulars & Richard Deacon, George Neise, Gavin Gordon; (SW&SD).  |
| <u>Schlitz Playhouse</u>                                    | CBS 9:30pm | <u>The Lonely Wizard</u> ; (O) Paul Monash; with Rod Steiger, Richard Anderson, Diane Brewster, Philip Phillips, Sammy Ogg, Elsie Neff, Rene Korper, Karl Swenson, Hugh Sanders, Ed Hinton; Dir - Don Weis. |
| <u>Colt .45</u><br>(Wayde Preston)                          | ABC 10pm   | <u>Small Man</u> ; (O) Frederic Brady; with regulars & Jay Novello, Paul Burns, Charles Fredericks, Vicki Raff; (SD).   |
| <u>The Lineup</u><br>(Warner Anderson, Tom Tully)           | CBS 10pm   | <u>The Harger Jameson Case</u> ; with regulars & Angie Dickinson, Mary Alan Hokanson, John Morley; (SW&SD).   |

MULTIPLE & ACROSS-THE-BOARD SHOWS NOVEMBER 11 - NOVEMBER 15  
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|                                    |            |                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                    | CBS 7am    | Carmel Quinn(S), will be a guest this week.                                                                                                                                                                                                                                                                                                            |
| GARRY MOORE SHOW                   | CBS 10am   | Denise Lor(S), returns to the show. 11/13 - Dave Gardner(C); 11/15 - Betty Walker(A), Martha Davis & Spouse(S-M).                                                                                                                                                                                                                                      |
| ARLENE FRANCIS SHOW                | NBC 10am   | Jack Haskell(S), will be a guest for the entire week. 11/12 - Marti Stevens(S); 11/13 - Fred Clark(C); 11/14 - Chan Canasta(deception); 11/15 - Sam Levenson(C).                                                                                                                                                                                       |
| HOWARD MILLER SHOW                 | NBC 1:30pm | 11/12 - Jane Morgan(S); 11/14 - Matt Dennis(S).                                                                                                                                                                                                                                                                                                        |
| AMERICAN BANDSTAND<br>(Dick Clark) | ABC 3pm    | 11/11 - Paul Carr(S), Fran Lori(S), The Rays(S); 11/12 - Joni James(S), Eileen Rogers(S), Lee Andrews & The Hearts(S); 11/13 - Janice Harper(S), Frankie Brunson(S); 11/14 - Jim Lowe(S), The Wilburn Bros. (S); 11/15 - Dick Duane(S), Gary Trexler(S).                                                                                               |
| NBC MATINEE THEATRE                | NBC 3pm    | 11/11 - <u>Aesop And Rhodope</u> ; (O) Helene Hanff; with Sarah Churchill, Lamont Johnson; 11/12 - <u>All The World Over</u> ; (O) I.A.R. Wylie; (A) Betty Ullus; 11/13 - <u>The Ransom of Sigmund Freud</u> ; (O) Harold Callen; 11/14 - <u>Iris</u> ; (O) Arnold Rabin; with Margaret Truman; 11/15 - <u>Remember Me Kindly</u> ; (O) Sonya Roberts. |
| MODERN ROMANCES<br>(Martha Scott)  | NBC 4:45pm | <u>Pity Of Revenge</u> ; (O) Bob Cochran; with Frank Schofield, Mary Fickett, Abby Lewis, Biff McGuire.                                                                                                                                                                                                                                                |





MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)  
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|                        |             |  |
|------------------------|-------------|--|
| TONIGHT<br>(Jack Paar) | NBC 11:15pm | The Bill & Cora Baird puppets will be regulars each Wednesday night, beginning this week. 11/11 - Betty Johnson(S), Alice Ghostley(C), Hans Conried(A-C), Peter Ustinov(A); 11/12 - Bernie West(S), Hans Conried(A), Betty Johnson(S); 11/13 - Lou Carter(S), Betty Johnson(S); 11/14 - Dave Gardner(C), Michael King(S), Betty Johnson(S); 11/15 - Hans Conried(A), Paul Lynd(S), Betty Johnson(S). |
|------------------------|-------------|--|

SATURDAY NOVEMBER 16  
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|                                                 |            |                                                                                                                                                                                                                                          |
|-------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                                 | CBS 12N    | Carmel Quinn(S), Robert Maxwell(M).                                                                                                                                                                                                      |
| TRUE STORY<br>(Kathi Norris)                    | NBC 12N    | <u>Confidence Man</u> ; (O) James Blumgarten; with Staats Cotsworth, Joe Campanella, John Kellogg, Lillette Alexander, Tom Gorman.                                                                                                       |
| <u>Perry Mason</u><br>(Raymond Burr)            | CBS 7:30pm | <u>Case Of The Vagabond Vixen</u> ; (O) Al C. Ward; with regulars & Carol Leigh, Robert Carson, Robert Ellenstein, Catherine McLeod, Peggy Converse, James Anderson, Russell Trent, Pierre Watkins, Paul Cavanagh, Barbara Pepper; (SD). |
| HOLIDAY IN LAS VEGAS                            | NBC 8pm    | (O) Mel Tolkin, Neil Simon, Lucille Kallen; with Ann Sothorn(A-C), Vic Damone(S), Will Mastin Trio with Sammy Davis Jr.,(D-S), Tony Randall(A), Jayne Mansfield(A); Dir - Kirk Browning.                                                 |
| <u>Oh! Susanna</u><br>(Gale Storm)              | CBS 9pm    | with regulars & Diane Brewster, Robert Regas, Don Pietro, Pierre Watkin; (SW&SD).                                                                                                                                                        |
| POLLY BERGEN SHOW                               | NBC 9pm    | Kay Kendall(A-C), Howie Morris(C).                                                                                                                                                                                                       |
| <u>Have Gun, Will Travel</u><br>(Richard Boone) | CBS 9:30pm | with regulars & Kent Smith, James Best, William Schallert; (SW&SD).                                                                                                                                                                      |
| GISELE MacKENZIE SHOW                           | NBC 9:30pm | Boris Karloff(A).                                                                                                                                                                                                                        |
| <u>Gunsmoke</u>                                 | CBS 10pm   | with regulars & Buddy Baer, Tom Greenway, Woodrow Chambliss, Gary Vinson, Paul Birch; (SW&SD).                                                                                                                                           |

SUNDAY NOVEMBER 17  
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|                                   |            |   |
|-----------------------------------|------------|---|
| HALLMARK HALL OF FAME             | NBC 5:30pm | <u>On Borrowed Time</u> ; (O) Lawrence Edward Watkin; (A) James Costigan, from the play by Paul Osborn; with Ed Wynn, Claude Rains, Beulah Bondi, Dennis Kohler, Margaret Hamilton, Mildred Trares, William A. Lee, Larry Gates, William LeMassena, Frank Tweddell, D. Wood, Dorothy Eaton, Schuyler Larsen, Robinson Stone, George Sullivan, David Leland; Prod-Dir - George Schaefer. |
| <u>Maverick</u><br>(James Garner) | ABC 7:30pm | <u>Stampede</u> ; with regulars & Efrem Zimbalist, Jr., Pat Comiskey, Pamela Duncan, Chris Alcaide, Rand Brooks, Mike Lane; (SW&SD).  |
| <u>Jack Benny Show</u>            | CBS 7:30pm | John Forsythe(A), Mary Costa(A).  |
| <u>Sally</u><br>(Joan Caulfield)  | NBC 7:30pm | <u>Sally Versus The Prince</u> ; with regulars & Michel Ray, Michael Granger, Than Wyenn, Joe De Santis, Charles Heard; (SW&SD).  |
| ED SULLIVAN SHOW                  | CBS 8pm    | Kate Smith(S), Julius La Rosa(A), Johnny Carson(C), Gene Vincent(S), Jose Melis(M), Wally Griffin(C), Carol Bennett(S), Latinos(D), Vic & Adio(balance), Les Garcons de la Rue(S).  |
| STEVE ALLEN SHOW                  | NBC 8pm    | Marie McDonald(A-S), Walter Chiari(C), Edward Everett Horton(A-C), King Sisters(S), Ferlin Husky(S).  |



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General Electric Theatre  
(Ronald Reagan)

CBS 9pm

Love Came Late; (O) Leon Gordon; with Melvyn Douglas, Myrna Loy, Darryl Hickman, Jennifer Lea, Robert Ellis, Joseph Kearns; Dir - Robert B. Sinclair.

GENERAL MOTORS 50th  
ANNIVERSARY SHOW

NBC 9pm

(O) Helen Duetsch & Staff; with Kirk Douglas (Narrator), June Allyson, Don Ameche, Pat Boone, Ernest Borgnine, Eddie Bracken, Carol Burnett, Claudette Colbert, Hans Conried, Dan Dailey, Helen Hayes, Howard Keel, Steve Lawrence, Peg Lynch, Dean Martin, Doretta Morrow, Cyril Ritchard, Chita Rivera (D), Dinah Shore, Jacques D'Amboise(D), Bambi Linn (D), Kent Smith, Alice Ghostley(C); Dir - Charles Dubin.

Alfred Hitchcock Presents

CBS 9:30pm

Enough Rope For Two; (0) Joel Murcott; with Steve Hill, Steve Brodie, Jean Hagen; Dir - Paul Henreid.

Scotland Yard  
(Edgar Lustgarten)

ABC 10pm

PREMIERE: Wall of Death; (O) Montgomery Tully & Judith Warlen; with Cyril Chamberlain, Vernon Greeves, Vanda Godsell, Ferdy Mayne, Douglas Hays, Sydney Vivien; Dir - Montgomery Tully.





# ROSS REPORTS — TELEVISION INDEX

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Ed Sullivan is a youth-control movement for the first half-hour of his show, starting almost immediately. Maverick, the ABC 7:30-8:30pm NYT program that has been attracting and holding audiences, last Sunday added Jack Kelly to its regular cast to back up the attraction of James Garner in the lead role. Sullivan is countering with practically every singing star who has, has had or will have a hit record in months to come. The list includes: Sam Cooke, The Eberly Brothers, The Rays, Bobby Helms, the Crickets, Della Reese, Joe Bennett and the Sparkletones, The Platters, Jo Stafford, Tony Bennett, Teresa Brewer, Spike Jones, Louis Jordan and his Tympany Five, Frankie Lymon, Georgia Gibbs, Gene Vincent, the Four Aces and Lu Ann Simms. Any other acts that start to move up the best seller record lists will also be signed as soon as their popularity is evident. If many of the names in the list seem familiar, it's because lots of them have been moving around on other music-variety shows, filling the spot that is hailed as, "and here he is, singing his latest hit record." The stars of the music shows are the ones who sing the standards. Meanwhile, no word from Steve Allen.

The Dec 20 Du Pont Show of the Month, Fridays, 7:30-9pm NYT, will co-star Joan Bennett, Bob Cummings, Paul Ford and Carol Lynley in "Junior Miss" from Hollywood. Ralph Nelson will direct.....The second Lucille Ball-Desi Arnaz Show, this one at the planned one-hour length, will be seen on the CBS net on Dec 3, Tuesday, 9-10pm NYT.....Rosemary Clooney has joined the parade in announcing her starring acts up to the first of the year. (Some Hollywood agents have released their stars' TV itineraries for several months ahead to invite bids from some of the less lucky shows for the free dates that might show up in the schedule). The Clooney guest list will include her sisters Gail and Betty and brother Nick on her Thanksgiving family show on Nov 28, Marie Wilson on December 5, Charles Laughton on December 12 and youngsters Patty McCormack and Tim Hovey on December 19 for a special Christmas show. Spring Byington will close the Clooney year as a special pre-New Year's guest on December 26.

NBC's Tonight has not only gotten back into some of the cities that cancelled the pre-Jack Paar version (even Boston returns to the fold next week), but the pre-Christmas selling season starts to fill its advertiser bank next week, with several of the orders running into next season. (Paar won't be able to mention headaches on the air any more without taking an immediate cure -- Bufferin will be one of the new advertisers). The impressive list of new sponsors represents a total of four million dollars in new billings, split among seven firms. Block Drug Co., Inc, thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY) is buying 234 participations over 52 weeks starting Dec 30. Bristol-Myers Co thru Young & Rubicam, Inc(NY) ordered 208 participations over 52 weeks for Bufferin and 28 participations for Ipana during the last quarter of the year, with both schedules starting Monday (11). North American





Phillips Co thru C. J. La Roche & Co., Inc(NY) for the Norelco Electric Shaver, has ordered 115 participations for the Spring and Fall of 1958. Harrison Laboratories, Inc thru Product Services, Inc(NY) ordered 42 participations between Nov 15 and Dec 31 for its Ten Day Press On Nail Color and Tuck Cellophane Tape. The Polaroid Corp., long a Tonight advertiser, has ordered an additional 40 participations thru Doyle Dane Bernbach, Inc(NY), beginning Jan 6, 1958. Bymart-Tintair, Inc thru Product Services, Inc(NY) has ordered 26 participations, beginning immediately and Webcor, Inc., thru John W. Shaw Advertising, Inc(Chi) has ordered 21 participations for pre-Christmas promotion starting Nov 12.

That ticklish switch in the storyline of the Lassie series had an actual unwanted assist when George Cleveland, who played "Gramps" in the current series, died. The new members of the cast, joining Lassie's new master, Jon Provost, in the Dec 1 episode, as Jan Clayton, Tommy Rettig and the late Mr. Cleveland bow out. The storyline explains it: Due to the untimely death of Gramps (George Cleveland) the Miller family is forced to give up the farm and move to the city so Jeff (Tommy Rettig) can attend high school. Little Timmy (Jon Provost) runs away when he hears that the welfare agency will not permit him to remain with Ellen (Jan Clayton). The next day, Paul (Jon Shepodd) and Ruth Martin (Cloris Leachman), the young couple taking over the Miller farm arrive and help search for Timmy. A water rescue and some debate and the new storyline is resolved when it is decided that Timmy and Lassie will remain at the farm with the Martins. Of course, no matter how many times it might be explained, most of the steady viewers of the series won't believe that George Cleveland actually died, and the producers will probably be berated for "killing off" Gramps.

There's another Bowl game on the television schedule for this season. NBC will present the first telecast of the Senior Bowl game, the ninth annual, on Saturday, Jan 11, 3pm NYT. The game features squads from the North and South (and a few players from East and West schools) playing at Mobile, Ala., with professional coaches for the squads. The fifty participating players actually make their professional debuts, with the winners each receiving \$500 and the losers \$400. Since they're all seniors who have finished their college football careers, and as the game follows all the "amateur" bowl games, star players from most of the other bowl contests participate in this one and get an above-the-table pay check.

No one can say that Hollywood isn't operating on a reciprocal trade basis. The Roller Derby, which has been on the West Coast for the past three years, returns to local New York TV over WABC-TV(NY) on Dec 29, Sunday, 3-4:30pm, and will be seen for 26 weeks. Three years of campaigning haven't changed the leading performers, since the "New York" Chiefs will be led by Gerry Murray and Billy Bogash and the "Brooklyn" Red Devils will be led by Toughie Brasuhn and Ken Monte. From Studio One to studied mayhem in one season.

While NBC was officially announcing the appointment in Los Angeles last week of Jess Oppenheimer as head of a newly established creative programming unit within the NBC television network, reporting to Manie Sacks, it was also reported that Alan Livingston, v.p. in charge of NBC programming in Los Angeles, was preparing up to 11 new projects for the network for next season. According to one report, one of the projected tasks is the "development of a comedian for live TV."





# ROSS REPORTS—TELEVISION INDEX

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## PROGRAMS · ADVERTISERS · TALENT

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## —WEEKLY REPORT—

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Thursday(November 21)

NBC- 10-11pm NYT, this date only; SPECIAL - The Innocent Years - FILM; 151 stations net, 6 delayed. (Preempts The Lux Show Starring Rosemary Clooney, 10-10:30pm NYT, and The Jane Wyman Show, 10:30-11pm NYT). § Re-creation of the period 1900-1917 from film footage of the times, including the use of rare paper films, to depict what is described as the most enchanting years of this century.

§ SPONSOR- The Timken Roller Bearing Co (Bearings, Steels) thru Batten, Barton, Durstine & Osborne, Inc(Cleve); Acct Exec- Fred Sharp..(Timken also sponsored a previous one-hour special, Eleven Against the Ice, Sept 23, see page 68).

§ PKGR- NBC Special Projects Div(NY); Prod- Henry Salomon; Dir- Donald Hyatt; Film Ed- Silvio d'Alisera; Asst Film Ed- John Christophel; Prod Mgr- Robert Garthwaite; Researchers- Daniel Jones, Judith Green, Michael Blackwood; Narrator- Alexander Scourby.

#### Saturday(November 23)

NBC- 10:30-11pm NYT, Weekly; NET DEBUT - Andy's Gang - FILM; 59 stations net, none delayed. (Replaces The Gumby Show; last show Nov 16). § Andy Devine stars as the storyteller and narrator of films of animals, designed for children. The series was pioneered on radio and TV by the late Smilin' Ed McConnell. After his death in 1954, the series continued on the ABC net, after which Devine was starred in the same series, with the name changed to the current title. Both net and spot showings were sponsored by Brown Shoe Co.

§ ALTERNATE WEEK SPONSOR- Starting Nov 30: Minnesota Mining and Manufacturing Co (Various Products) thru Batten, Barton, Durstine & Osborn, Inc(Minn); Acct Exec- Robert C. Lamb. Starting with debut week, alternate weeks sustaining.

§ PKGR & FILM PROD- Frank Ferrin Co., Hollywood, Calif; Prod & Dir & Writer- Frank Ferrin; other production info not available.

NBC- 10-11pm NYT, irregularly; SPECIAL - Texaco Command Appearance - LIVE from LA; no. of stations not available. (Preempts What's It For, 10-10:30pm NYT, and Your Hit Parade, 10:30-11pm NYT). § Second in a series of irregularly scheduled special programs saluting famous showbusiness personalities (see page 64). This program salutes the career of Ethel Barrymore; see page D for cast credits.

§ SPONSOR- The Texas Co (Petroleum Products) thru Cunningham & Walsh, Inc(NY); Acct Exec- W. W. Mulvey.

§ PKGR- Henry Jaffe Enterprises, Inc with American Theatre Wing; Prod- Burt Shevelove; Assoc Prod- Shelley Hull; Dir- Paul Harrison; Music Dir- Paul Weston; Art Dir- Robert Carrigon; Choreog- Rod Alexander; Writer (also special material)- Ralph Blane.





THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Approx once every four weeks; Sun, 5-6pm NYT) Nov 24, FILM, "Atomic Timetable, Part I: Fission, Fusion and Abundance," showing little-known details of some of the projects under way in the world's leading atomic laboratories, including military and industrial projects in other centers; Prods- Edward R. Murrow, Fred W. Friendly; Reporters- Charles Collingwood, Arthur Morse; Camera-men- Leo Rossi, William McClure, Martin Barnett.

### OTHER NETWORK CHANGES & ADDITIONS

ALL NETS- Religion in American Life; SPECIAL, Nov 17, 18; FILM, to the nets. ABC, Nov 17, Sun, 10:30-10:45am NYT; CBS, Nov 17, Sun, 1:30-1:45pm NYT; NBC, Nov 18, Mon, 5:30-5:45pm NYT. § Sustaining, public service. § Panel discussion program, prepared by the Committee on Religion in American Life, which will be on brotherhood and neighborliness in America. Frank Blair of NBC-TV is host, with the panel including: Sen. Jacob K. Javits, R., N.Y.; Rep. Wallter H. Judd, R., Minn.; Dr. Frederick Patterson, director of the Phelps-Stokes Foundation, and John G. Ramsay, international rep. for community relations, United Steelworkers of America, AFL-CIO. The filmed program will also include a message from President Eisenhower.

ABC- American Bandstand; SCHEDULE CHANGE Nov 18; Mon thru Fri, 3-3:30pm NYT and 4-5pm NYT. The program has been seen Mon thru Fri, 3-4:30pm NYT.

Do You Trust Your Wife; SCHEDULE CHANGE Nov 18, new time, Mon thru Fri, 3:30-4pm  
NYT. The program has been seen 4:30-5pm NYT. In its new time, the program now  
separates two daily segments of American Bandstand, see listing above.

NBC- Suspicion (Mon, 10-11pm NYT) The program no longer has a name host. The last appearance of Dennis O'Keefe in that capacity was on the Oct 7 program. No announcement of this change has been made.

NOTE: This issue of the Weekly Report is marked by the first major change in the method of presentation of the information on network programs in several years (See page 91). All the information available on the programs is now separated into three sections so that format, sponsor and agency, and production facts may be more easily located within the individual program listings. The preliminary listings in the Weekly Report now more closely approximate the format used for the permanent information on the Television Index cards.





TALENT SHOWSHEET AND SCRIPT REPORT - NOVEMBER 18 - NOVEMBER 24  
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written, (SD) Staff-Directed. Performer and other identifications used are: (S) Singer, (A) Actor, (D) Dancer, (C) Comedian, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

Harbourmaster; Thursday, Nov 14; CBS 8pm - DELETE: Enemy Unknown; ADD: The Wreckers; with regulars & Joanna Roos; (SW&SD).

FIESTA AMERICANA; Friday Nov 15; WABD local NY 8pm - ADD: Al Castellanos & Orch., Alan Dale(S).

Life of Riley; Friday Nov 15; NBC 8:30pm - ADD: Framed; with regulars & Emery Parnell; (SW&SD).

ART FORD'S GREENWICH VILLAGE PARTY; Friday, Nov 15; WABD local NY 10pm - ADD: Josh White(S), Stan Rubin(M), Maxine Sullivan(S), Paul Whiteman(M).

LAMP UNTO MY FEET; Sunday, Nov 17; CBS 10am - ADD: A House With Love; (O) Mayo Simon; with Harry Townes, Burt Brinckerhoff, Clarice Blackburn, Paul Savior, Eddy Applegate.

LOOK UP & LIVE; Sunday, Nov 17; CBS 10:30am - ADD: Through Meditation; with Billy Redfield, Douglas Watson, Steven Franken, Pat Hosley, Margaret Lind. (O) Haywood Kling.

CAMERA THREE; Sunday, Nov 17; CBS 11:30am - ADD: The Catacombs & The Tingle-Tangle; (O) Clair Roskam & Warren Wallace; with Greta Keller(S), Herbert Nelson(S), Beatrice Lind(S); Dir - Clay Yurdin.

FRONTIERS OF FAITH; Sunday Nov 17; NBC 1:30pm - ADD: Degree of Freedom; (O) Joseph Mindel; with Robert Webber, Lee Richardson, Parker Fenneley, Will Geer, Richard Casey, Bernard Lenrow, Kermit Murdock, Ronald Dawson.

OMNIBUS; Sunday Nov 17; NBC 4pm - ADD: American Trial by Jury; Part 2 - (O) Andrew McCullough; with Chester Morris, Phil Coolidge, John McIver, Addison Powell, William Duell, Wesley Lau, Roy Poole, Diane Gentner, John Shellie, Bob Yurgatis, Berta Gersten, Mary James, Alan Shayne, Edgar Stehli, Herbert Berghof, Truman Smith; Dir - Richard Dunlap.

PAUL WINCHELL SHOW; Sunday Nov 17; ABC 4:30pm - ADD: Tubby & Spatz(C-acro), Pat Kirby(S).

GENERAL MOTORS SHOW; Sunday Nov 17; NBC 9pm - DELETE: Dean Martin(S).

HOWARD MILLER SHOW; Mon-Fri Nov 11-15; NBC 1:30pm - ADD: Nov 11; Ann Leonardo(S); DELETE: Nov 12; Jane Morgan(S); ADD: Nov 15; Jane Morgan(S).

MONDAY NOVEMBER 18  
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|   |            |  |
|---|------------|--|
| <u>AMERICAN BANDSTAND</u>                     | ABC 7:30pm | <u>The Hilltoppers</u> (S).  |
| <u>Adventures of Robin Hood</u>               | CBS 7:30pm | <u>An Apple For The Archer</u> ; with regulars & Kenneth Cope, Paul Eddington, Charles Lamb, John Gattrell; (SW&SD).   |
| <u>GUY MITCHELL SHOW</u>                      | ABC 8pm    | Dolores Hawkins(S), The Step Bros.(D), Cindy & Lindy(S).   |
| <u>Burns &amp; Allen</u>                      | CBS 8pm    | with regulars & Robert Ellis, Judy Meredith; (SW&SD).  |
| <u>Restless Gun</u><br>(John Payne)           | NBC 8pm    | <u>The New Sheriff</u> ; (O) Frank Burt; (A) Dean Reisner; with Henry Brandon, Stacey Harris, Gregg Martell; (SD).   |
| TALENT SCOUTS                                 | CBS 8:30pm | Cely Carrillo(S), Bill Briscoe(S), The Bachelors(S).   |
| VOICE OF FIRESTONE                            | ABC 9pm    | Elaine Malbin(S).  |
| <u>Danny Thomas Show</u>                      | CBS 9pm    | with regulars & William Demarest; (SW&SD).   |
| TOP TUNES & NEW TALENT                        | ABC 9:30pm | Jayne Walton(S).   |
| <u>December Bride</u><br>(Spring Byington)    | CBS 9:30pm | with regulars & Cheerio Meredith, Marjorie Bennett, Elvia Allman, William Forrest; (SW&SD).  |
| <u>Alcoa Theatre</u><br><u>A Turn of Fate</u> | NBC 9:30pm | <u>On Edge</u> ; (O) Pat Frank; (A) Frederic Brady; with Robert Ryan, <u>Fredd Wayne</u> , Ed Binns, Gail Kobe, John Reach, James Nolan, Fran Keegan, Joey Ray, Mark Scott; Dir - Tom Gries. |
| STUDIO ONE                                    | CBS 10pm   | <u>Please Report Any Odd Characters</u> ; (O) Jerome Ross; with John Carradine, Henry Jones, Phyllis Love, Peg Hillias, Kay Medford; Dir - Norman Felton.                                    |





MONDAY NOVEMBER 18(Cont'd)  
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|           |          |                                                                                                                                                                                    |
|-----------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SUSPICION | NBC 10pm | <u>The Sparkle of Diamonds</u> ; (O) James Parrish; with Ralph Bellamy, Margaret Leighton, Enid Markey, Betty Garde, Martin Brooks, Frank Maxwell, Robert Lieb; Dir - Jack Smight. |
|-----------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

TUESDAY NOVEMBER 19  
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|   |             |   |
|---|-------------|---|
| <u>Cheyenne</u><br>(Clint Walker)                       | ABC 7:30pm  | <u>Devil's Canyon</u> ; (O) Philip Yordan; (A) Frederic M. Frank; with regulars & Ainslie Pryor, Michael Healey, Joanna Barnes, Robert Foulk, Mark Cavell, Jack La Rue; (SD). |
| NAT KING COLE SHOW                                      | NBC 7:30pm  | Ella Fitzgerald(S).   |
| <u>Phil Silvers Show</u><br>(You'll Never Get Rich)     | CBS 8pm     | <u>Bilko Talks In His Sleep</u> ; with regulars & Virginia de Luce; (SW&SD).  |
| GOBEL-FISHER SHOW                                       | NBC 8pm     | Charles Laughton(A), Zsa Zsa Gabor(A).  |
| <u>Eve Arden Show</u>                                   | CBS 8:30pm  | with regulars & Herbert Anderson, Donald Foster; (SW&SD).   |
| <u>Life &amp; Legend of Wyatt Earp</u> (Hugh O'Brian)   | ABC 8:30pm  | <u>Mr. Buntline's Vacation</u> ; with Lloyd Corrigan, Robert Lowery, Jim Bannan, Fred Graham; (SW&SD).  |
| <u>Broken Arrow</u>                                     | ABC 9pm     | <u>The Teacher</u> ; with regulars & Phyllis Avery, Alan Roberts, Louis Lettieri, Hank Patterson, Charles Stevens; (SW&SD).   |
| <u>Meet McGraw</u><br>(Frank Lovejoy)                   | NBC 9pm     | <u>Keys Of The City</u> ; with Joey Faye, Jean Willes, Maurice Hanson; (SW&SD).   |
| <u>Telephone Time</u><br>(Dr. Frank Baxter)             | ABC 9:30pm  | <u>Alice's Wedding Gown</u> ; (O) Palmer Thompson; with Norma Eberhardt, Fay Wray; Dir - Allen H. Miner.  |
| RED SKELTON SHOW  | CBS 9:30pm  | Lola Albright(A).   |
| <u>Bob Cummings Show</u>                                | NBC 9:30pm  | <u>Bob Meets Bill Lear</u> ; with regulars & John Archer, Karen Booth; (SW&SD).   |
| <u>The Californians</u><br>(Sean McClory, Adam Kennedy) | NBC 10pm    | <u>The Barber's Boy</u> ; (O) John McGreevey; with Karen Verne, Kem Dibbs, Kelly Thordsen; (SD).  |
| <u>Assignment Foreign Legion</u> (Merle Oberon)         | CBS 10:30pm | <u>The Search</u> ; with Peter Arne, Vera Fusek; (SW&SD).   |

WEDNESDAY NOVEMBER 20  
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|                                                  |            |                                                                                                                                                                                                                                    |
|--------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u><br>(Ward Bond, Robert Horton) | NBC 7:30pm | <u>The Mary Halstead Story</u> ; (O) Robert E. Thompson & Leo Lieberman; with Agnes Moorehead, Vaughn Taylor, Tom Pittman, Tom Laughlin, Walter Coy, Gregg Palmer, Jack Lambert, Robert Patten, Terry Wilson, Frank McGrath; (SD). |
| THE BIG RECORD<br>(Patti Page)                   | CBS 8pm    | Gene Krupa(M), Eydie Gorme(S), The Hi-Lo's(S), Lonnie Satin(S), Margie Rayburn(S), Dick Stabile(M), Trini Reyes(D), Helen O'Connell(S), Bob Eberle(S), The Dorsey Orch. with Lee Castle.                                           |
| <u>Tombstone Territory</u><br>(Pat Conway)       | ABC 8:30pm | <u>Killer Without Conscience</u> ; with regulars & Thomas B. Henry, Gil Rankin, Charles Seel, Ed Nelson, Harry Raybould, Frank Watkins, Orville Sherman, Allen Getzel, Bob Burrows; (SW&SD).                                       |
| <u>Adventures of Ozzie &amp; Harriet</u>         | ABC 9pm    | <u>Ozzie's Triple Banana Surprise</u> ; with regulars & King Sisters (S), Willard Thompson, Gloria Marshall, Barnet Phillips; (SW&SD).                                                                                             |
| <u>Millionaire</u>                               | CBS 9pm    | <u>The Story of Frank Keegan</u> ; with Frank Jenks, Catherine McLeod, Johnny Crawford, Russ Bender, Clayton Post, Bob Christopher, Jim Nolan, David Halper, Robert Riordan; (SW&SD).                                              |
| KRAFT THEATRE                                    | NBC 9pm    | <u>The Sound of Trouble</u> ; (O) Jack Paritz; with Mildred Dunnock, Jill Corey, James Westerfield, Lonnie Chapman, Barbara Barrie, Clint Kimbrough; Dir - Paul Bogart.                                                            |
| <u>Walter Winchell File</u>                      | ABC 9:30pm | <u>The Fallen Idol</u> ; (O) Gene Levitt; with Lee Farr, Anna Navarro, Joe De Santis, Paula Victor, Baynes Barrow, Robin Morse; (SD).                                                                                              |





WEDNESDAY NOVEMBER 20(Cont'd)

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|---------------|----------|---|
| US STEEL HOUR | CBS 10pm | Huck Finn; (O) Mark Twain; (A) Anne Crosswell & Lee Pockriss; Music & Lyrics - Frank Luther; with Jack Carson, Basil Rathbone, Jimmy Boyd, Florence Henderson, Earle Hyman, Karin Wolfe, The Song Spinners(S); Dir - Elliott Silverstein. |
|---------------|----------|---|

THURSDAY NOVEMBER 21

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|                             |            |                                                                                                                                                                     |
|-----------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Circus Boy                  | ABC 7:30pm | The Marvelous Manellis; with regulars & Manning Ross, Norm Alden, Linda Gay; (SW&SD).                                                                               |
| CLIMAX!<br>(Bill Lundigan)  | CBS 8:30pm | A Matter Of Life And Death; (O) John & Ward Hawkins; with Ralph Meeker, Betsy Palmer, Bradford Dillman, Tina Louise; Dir - Buzz Kulik.                              |
| Dragnet<br>(Jack Webb)      | NBC 8:30pm | with regulars & Dudley Manlove, Norma Ward, Don Warren, William Flaherty; (SW&SD).                                                                                  |
| PAT BOONE CHEVY<br>SHOWROOM | ABC 9pm    | Martha Davis & Spouse(S-M), Ames Bros.(S), Joel Grey(D-C).                                                                                                          |
| PLAYHOUSE 90                | CBS 9:30pm | The Troublemakers;(O&A) George Bellak; with Ben Gazzara, Barbara Rush, Robert Vaughn, Mary Astor, Jackie Coogan, Nick Adams, Keenan Wynn; Dir - John Frankenheimer. |
| FORD SHOW                   | NBC 9:30pm | Rosemary clooney(S).                                                                                                                                                |
| Navy Log                    | ABC 10pm   | P.O.W. at 40 Fathoms; with Don Gordon, Kurt Kreuger, Horst Ehrhardt, Henry Rowland, Tommy Ivo; (SW&SD).                                                             |

FRIDAY NOVEMBER 22

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|--|------------|--|
| Adventures of Rin-<br>Tin-Tin                        | ABC 7:30pm | Frontier Angel; with regulars & John Compton, Claire Kelly, Dehl Berti; (SW&SD).   |
| Leave It To Beaver                                   | CBS 7:30pm | Beaver's Crush; with regulars & Diane Brewster; (SW&SD).   |
| Saber of London<br>(Donald Gray)                     | NBC 7:30pm | Luger For Chesser; (O) Eldon Howard; with Sara Lawson;(SD).  |
| Adventures of Jim<br>Bowie(Scott Forbes)             | ABC 8pm    | Hare And Tortoise; with regulars & Josanne Mariani, Myron Healey, William Allyn, Addison Richards; (SW&SD).  |
| Trackdown<br>(Robert Culp)                           | CBS 8pm    | Self Defense; with Stacy Harris, Constance Ford, Eve Miller, Dick Webb; (O) John Robinson; (SD).   |
| Court of Last Resort<br>(Lyle Bettger)               | NBC 8pm    | The Darlene Fitzgerald Case; with regulars & Peggy McCay, John Maxwell; (SW&SD).   |
| PATRICE MUNSEL SHOW                                  | ABC 8:30pm | Robert Merrill(S), Buddy Hackett(C).   |
| Dick Powell's Zane<br>Grey Theatre                   | CBS 8:30pm | The Open Cell; (O) Barney Slater; with Mr. Powell, Steve Terrell, Marshall Thompson, Frances Robinson, Maurice Manson, Brett King, Gail Ganley; Dir - Robert Florey. |
| FRANK SINATRA SHOW                                   | ABC 9pm    | Erin O'Brien(S).   |
| M Squad<br>(Lee Marvin)                              | NBC 9pm    | Killer In Town; (O) Joel Murcott; with Lee Farr, Russ Conway, Gail Kobe, Paul Knewland, John Hiestand, Roy Glenn;(SD).   |
| Date With The Angels<br>(Betty White, Bill Williams) | ABC 9:30pm | The Burglar; with regulars & Terence de Marney, Harry Lauter, Willis Bouche; (SW&SD).  |
| Schlitz Playhouse                                    | CBS 9:30pm | No Second Helping; (O) J. Albert Hirsch; with Myran Loy, Tom Helmore, Jill St. John, Mollie Glessing; Dir - David Butler.  |
| ART FORD'S GREENWICH<br>VILLAGE PARTY                | WABD 10pm  | Jan August(M), The Honeydreamers(S).   |
| Colt .45<br>(Wayde Preston)                          | ABC 10pm   | Final Payment; (O) Wells Root; with John Cliff, Walter Barnes, Dick Foran, James Nolan, Hollis Irving; (SD).   |
| The Lineup<br>(Warner Anderson, Tom Tully)           | CBS 10pm   | The Phantom Robber Case; with Stacy Harris, Isabelle Le Dwan, Ruta Lee, John Harmon; (SW&SD).  |





MULTIPLE & ACROSS-THE-BOARD SHOWS NOVEMBER 18 - NOVEMBER 22  
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|                                    |             |                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                    | CBS 7am     | Fran Warren(S), will be a guest this week.                                                                                                                                                                                                                                                                                                     |
| TODAY                              | NBC 7am     | 11/18 - Barbara Carroll Trio(M).                                                                                                                                                                                                                                                                                                               |
| GARRY MOORE SHOW                   | CBS 10am    | 11/20 - Martha Davis & Spouse(S-M); 11/22 - Carol Burnett (C).                                                                                                                                                                                                                                                                                 |
| ARLENE FRANCIS SHOW                | NBC 10am    | Earl Wrightson(S), is now a regular on show; 11/20 - Chan Canasta(mentalist).                                                                                                                                                                                                                                                                  |
| HOWARD MILLER SHOW                 | NBC 1:30pm  | 11/18 - Robert Clary(S-C); 11/19 - King Sisters(S); 11/20 - Lola Dee(S); 11/22 - Florian Zabach(M).                                                                                                                                                                                                                                            |
| AMERICAN BANDSTAND<br>(Dick Clark) | ABC 3pm     | 11/18 - Dion(S); 11/19 - Marty Robbins(S), Ray Stevens(S); 11/20 - Rusty Draper(S), The Glazer Bros.(S); 11/21 - Pete Wagoner(S), The Crickets(S); 11/22 - Andy Quinn(S).                                                                                                                                                                      |
| NBC MATINEE THEATRE                | NBC 3pm     | 11/18 - <u>Embassy House</u> ; (O) Bernard Schoenfeld; 11/19 - <u>Witness To Murder</u> ; (O) Richard Stern; (A) Sheldon Stark; 11/20 - <u>The Johnson House</u> ; (O) Donald Symington; 11/21 - <u>Ann Veronica</u> ; Re-run of 7/29/56; 11/22 - <u>We Won't Be Any Trouble</u> ; Re-run of 4/2/57.                                           |
| MODERN ROMANCES<br>(Martha Scott)  | NBC 4:45pm  | <u>Father And Son</u> ; (O) George Lowther; with Harry Bellaver, Jan Miner, Richard Striker, Pat Hosley, Chris Gampel.                                                                                                                                                                                                                         |
| TONIGHT<br>(Jack Paar)             | NBC 11:15pm | 11/18 - Jonathan Winters(guest emcee), Louis Nye(C), Danny Scholl(S), Lou Carter(S); 11/19 - Louis Nye(C), Hermione Gingold(C), Dolores Perry(S); 11/20 - Charles Van Doren, Hermione Gingold(C), Danny Scholl(S); 11/21 - Hermione Gingold(C), Andy Russell(S), Tina Robbins(S); 11/22 - Orson Bean(C), Hermione Gingold(C), Andy Russell(S). |

SATURDAY NOVEMBER 23  
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|---|-------------|---|
| <u>Andy's Gang</u><br>(Andy Devine)             | NBC 10:30am | <u>PREMIERE:</u> Writer-Prod-Dir - Frank Ferrin.  |
| JIMMY DEAN SHOW                                 | CBS 12N     | Fran Warren(S), Lanny Ross(S).  |
| TRUE STORY<br>(Kathi Norris)                    | NBC 12N     | <u>Honest Politics</u> ; (O) Lillian Andrews; with Bert Freed, Dolores Sutton, Truman Smith, Frank Sutton.  |
| <u>Perry Mason</u><br>(Raymond Burr)            | CBS 7:30pm  | <u>The Case of The Runaway Corpse</u> ; with regulars & Connie Cezon; (SW&SD).  |
| COUNTRY MUSIC JUBILEE                           | ABC 8pm     | Jimmy Wakely(S), Bobby Helms(S).  |
| PERRY COMO SHOW                                 | NBC 8pm     | The Four Lads(S), Pearl Bailey(S), Jackie Cooper(A), Betty Jane Croft.  |
| <u>Oh! Susanna</u><br>(Gale Storm)              | CBS 9pm     | <u>Aladdin's Lamp</u> ; with regulars & Nacho Galindo, Rodolfo Hoyos, Jr.; (SW&SD).   |
| CLUB OASIS                                      | NBC 9pm     | Eddie Fisher(S).  |
| <u>Have Gun, Will Travel</u><br>(Richard Boone) | CBS 9:30pm  | with Robert F. Simon, Denver Pyle, June Vincent, Fay Nuell, Peggy Rae, Mercedes Shirley; (SW) Michael Fessier; (SD).  |
| GISELE MacKENZIE SHOW                           | NBC 9:30pm  | Johnny Desmond(S-A), Margaret Truman(A-S).  |
| <u>Gunsmoke</u>                                 | CBS 10pm    | with regulars & John Larch, Virginia Christine, Karl Swenson, Dabbs Greer, John Launer; (SW&SD).  |
| TEXACO COMMAND<br>APPEARANCE                    | NBC 10pm    | <u>Salute to Ethel Barrymore</u> ; with Joseph Cotten, Vic Damone(S), Peter Lawford(A), Dolores Gray(S), Tallulah Bankhead(A), Hoagy Carmichael(M-S), Leo Durocher, Fred Haney, Casey Stengel, Roy Campanella, Ethel Barrymore Colt(A-S).<br>Dir - Paul Harrison; Writer - Ralph Blane; Music Dir - Paul Weston; Choreog - Rod Alexander. |





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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

The missing word on this very line in last week's report was "prepping" and it was to be inserted in the opening line: "Ed Sullivan is prepping a youth-control movement," etc.....Anna Maria Alberghetti will play the feminine lead, Princess Ming Chou, the Emperor's daughter, co-starring with Cyril Ritchard, playing the Magician, in "Aladdin," the Du Pont Show of the Month on CBS on Feb 21.....Arthur O'Connell replaced Brian Donlevy in Monday's Du Pont Show, "Beyond This Place," when Donlevy fractured an ankle last weekend.....The Bob Hope Show, originally scheduled for Nov 7, cancelled when U. S. Time Corp pulled out on its sponsorship because of the hassle over a Hope appearance on The Frank Sinatra Show (sponsor conflict), goes on almost as originally filmed on Nov 24, Sunday, over NBC, 7-8pm NYT. The slight addition to the program has been made in the interest of NBC program promotion. One of the programs being preempted by Hope is Sally, starring Joan Caulfield. The program has been having some rating difficulties, so Miss Caulfield will make a brief appearance on the Hope show to let lots more viewers know that pretty Miss Caulfield can be found in that spot regularly. The Plymouth Division of Chrysler Corp thru N. W. Ayer & Son, Inc., new sponsor of Hope's programs, almost had a deal for the Nov 7 show, but the time period scheduled happens to come between De Soto's You Bet Your Life, 8-8:30pm, and Ford's The Ford Show, 9:30-10pm and that kind of back to back slotting couldn't be permitted.....Don Ameche has replaced Bob Cummings in the co-starring role of Harry Graves, the father of the "Junior Miss," another Du Pont Show over CBS, Dec 20, Friday, 7:30-9pm NYT. (This one was just a flat announcement -- no mention of "illness," "prior commitments," or other odd excuses). .....Changes in The Polly Bergen Show: Mel Brooks, one of the original writers, has moved up as producer, with William Colleran now handling direction only. George Charles is now associate producer. Writers change for the various shows, with Brooks coordinating the efforts of those brought in on special assignments.

CBS, affirming its faith in the maxim that an attack is the best defense, or some such, has announced that Captain Kangaroo, "contrary to rumors," will continue over the CBS net, Monday thru Friday, 8-8:45am NYT. The same announcement carried a minor note, almost as an afterthought, that the Monday thru Friday, 7-7:45am NYT Jimmy Dean Show would go off after its Dec 13 performance, with the 7-8am time reverting to the local stations. That was not contrary to rumor. The Saturday version of the Jimmy Dean Show, 12noon-1pm NYT, will continue.....The Big Payoff has been renewed by its sponsor, the Colgate-Palmolive Co., but Ted Bates & Co is looking at new packages as possible replacements for the long-running Strike It Rich for the same sponsor. Both programs are on the CBS net, both Walt Frammer packages. (The agency denied that one program is already set as the Strike It Rich replacement. "We're looking," is the paraphrase of the agency remark).





The rather peculiar attacks on New York as a past, present or future center of TV production are continuing, with some of the statements coming from some curious quarters. For instance: Bob Ballin, now a West Coast v.p. for Sullivan, Stauffer, Colwell & Bayles, Inc., is quoted in Leo Guild's "Hollywood Reporter" column of Nov 12 as saying in answer to a question about filmed commercials being made in New York: "Facilities are better here (in Hollywood). The NY boys admit it now. Commercials for all sponsors should be done in Hollywood." With all due respect for Mr. Ballin's position, background and know-how, no "NY boy," except those who may have switched jobs from New York to Hollywood would ever say any such thing. And the money being pumped into New York facilities gives the statement a direct lie. Sure, New Yorker's are nervous, but then isn't everyone in television? On another hand, New York or any other city would always have a tough time competing with the kind of facilities currently being made available at the giant Metro lot. Charles C. "Bud" Barry, v.p. in charge of TV for Metro recently said: "We want Metro to be one of the most important lots in town both in movies and TV. We have 187 acres not fully utilized here and want to see capacity TV operations..." The big Culver City lot is negotiating with independent TV producers with a view to future rental operations, a change in viewpoint from the previous held impression in the trade that Metro was only interested in production based on their own film properties. Some of the dangers in movie firms being so heavily involved in TV, no matter how they try to separate their interests, was voiced by actor Paul Douglas, always an outspoken gent, who feels that TV has become a high-priced audition stage for the movie-makers. He thinks actors are being paid too much (they'd be better off if they worked more often for less pay, instead of holding out for some of the ridiculous salaries many seem to demand). He also thinks that TV dramas have become over-produced and camera-conscious, no longer depending on plot and personality to carry the load.

Mel Brandt, actor and announcer, will replace Martha Scott as the Monday thru Friday host and narrator of NBC's Modern Romances, beginning Monday (25). Miss Scott is withdrawing to star in a forthcoming Broadway play.....Thomas J. Lipton, Inc., thru Young & Rubicam, Inc(NY), will become alternate week sponsor of The Californians, NBC, Tuesday, 10-10:30pm NYT, effective Jan 7. Singer Sewing Machine Co continues as alternate week sponsor.....Seven Lively Arts is switching two of its filmed programs. "Here is New York," originally scheduled for Dec 29, Sunday, 5-6pm NYT, will be seen on Sunday, Dec 15, and "Hollywood Around the World," announced for Dec 15, will be seen Dec 29, over the CBS net.....The first of the filmed programs in NBC's Shirley Temple's Storybook series will be presented on March 5, Wednesdays, 7:30-8:30pm NYT. The program will debut live on Jan 12, Sunday, 8-9pm NYT.....Howe and Hummel, new series planned by Screen Gems with Eddie Joy, Diana Green and Monty Shaff, based on the careers of the famous (also notorious) criminal lawyers who operated in New York from 1865 to 1905, is described as a "character comedy" series.....Mark Sandrich, former associate producer, has been upped to producer on the new films in Four Star's Richard Diamond, Private Detective series. CBS has contracted for 26 new films and has re-run rights to the 13 that ran as the summer replacement for December Bride. David Janssen stars in the title role.....Four Star is also reported to be changing the production set-up on its Turn of Fate series, on NBC, Mondays for Alcoa and Goodyear. The half-hour films have been getting a mixed critical reception.....MGM-TV has a new idea in troubleshooting a TV series. Helen Rose, an MGM Academy Award-winning fashion designer, has been assigned to create the wardrobes for Phyllis Kirk for all episodes in The Thin Man series -- one original Helen Rose creation or ensemble a week, starting with the episode to be seen over NBC on Dec 6.

